

Smart Speed Management

For Safer, More Efficient Fleets



Speeding is a critical issue in fleet management. It accounts for 29% of all traffic fatalities and poses significant risks to drivers, vehicles, and businesses. Beyond the tragic human toll, speeding leads to traffic fines, higher insurance premiums, costly repairs, and vehicle downtime. For leasing and rental companies, reckless driving accelerates wear and tear, reducing vehicle lifespan and resale value.

GPS-Powered Speed Control with Intelligent Geofencing

Ituran's advanced telematics solution combines real-time GPS tracking with dynamic geofencing, allowing fleet managers to set speed limits based on location. Whether it's highways, school zones, or city centers, you can define and enforce general and company speed policies (KPIs) to keep your fleet drivers compliant and safe.

Highlights



Customizable Speed Limits

Ensure compliance and safety with tailored speed limits by country, zone, vehicle type (buses, trucks, etc.), and company policy.



Real-Time Driver Alerts

A soft beep warns drivers of minor speeding, while a louder sound signals major violations. To hear these alerts in the vehicle, a buzzer or keypad must be installed. Without it, alerts are sent by default via email, text messages or the app (if installed).



Accident Prevention

Enforcing speed limits reduces accident risks, saves lives, and minimizes vehicle damage.



Optimized Fleet Costs

Prevent fines, reduce vehicle wear and tear, lower maintenance costs, and protect asset value, especially crucial for leasing and rental companies.

How It Works

1 Set Location-Based Speed Limits

Use geofencing to set speed limit thresholds based on location and/or company policy. Deviations from these limits, as well as predetermined speed deviations compared to Google Maps data, will be visible on the IWeb system (no audible alerts for the driver).

Speed Monitoring Methods

Method	Description	Platform Notification	In-Cabin Driver Alert	Driver Score Reduction
Two Speed Levels (No Geofence required)	Set two speed thresholds (e.g., 80 km/h and 100 km/h) regardless of vehicle location.	✓	✓*	✓
Geofence Using Ituran Flash*	Define Points of Interest (POIs), such as school zones, and assign a radius and speed limit to each one.	✓	✓	✗
Custom Geofence Speed Control	Set virtual boundaries of any shape, size, or location to match your company's operational needs. Apply specific speed limits based on vehicle type, location, or business rules—for example, limiting speed differently for trucks vs. service vans in company lots or delivery zones.	✓	✗	✗
Google Maps Speed Limit Comparison (No setup required)	The platform automatically retrieves speed limits from Google Maps data (by street or road) and compares them to the vehicle's speed. You can set a threshold for allowable over-speeding, either as a percentage (e.g., 5%, 10%, etc.) or as a fixed value (e.g., 10 km/h above speed limit- if the speed limit is 100, when the driver reaches 110 km/h an alert will be issued)	✓	✗	✗

* Additional hardware required

2 Monitor in Real Time

Monitor real-time GPS data against preset speed limits.

3 Instant Driver Alerts

Drivers hear a slight beep for minor and major speed violations or deviations from preset geofenced borders*. (additional hardware required).

4 Driver Behavior Monitoring and Reporting

Detailed reports and continuous monitoring provide a full picture of driver performance. Trend analysis highlights risky behaviors, while ongoing feedback encourages safer habits, reduces over-speeding, and improves long-term safety across the fleet.