



The Benefits of Telematics Integration in Corporate Fleet Operations: Survey Results

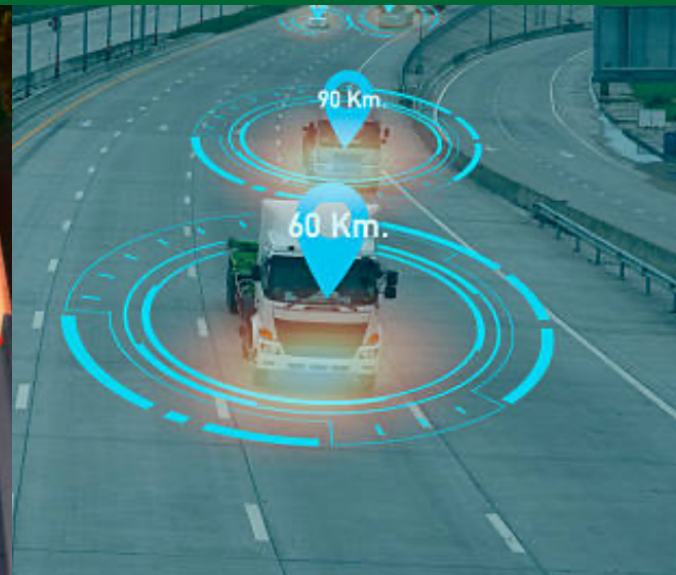


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Executive Summary

In today's competitive business environment, the safety, efficiency, and performance of a company's vehicle fleet are more critical than ever. Telematics systems can play a key role in protecting companies and workers by delivering measurable improvements in fleet safety. When leaders use insights from these systems to inform driver training, incentive programs, and disciplinary actions, telematics can even help transform overall corporate safety culture.

The National Safety Council (NSC) conducted a survey of corporate fleet decision-makers with the goals of (1) understanding companies' experiences with telematics—including how they use system data and how telematics impacts company safety outcomes—and (2) learning the concerns of those who still have not adopted such solutions.

In this report, we present findings from the survey, to which more than 1,000 corporate fleet decision-makers responded. Our findings confirm that telematics systems have evolved from a niche technology into a mature and essential tool for modern fleet management. Three-quarters of respondents use telematics, the majority of whom have been doing so for three or more years.

Survey respondents view this widely adopted solution as a proven way to enhance driver safety, foster accountability, and deliver tangible operational improvements. Experienced telematics users report leveraging the systems to improve driver behavior and reduce collisions, thereby mitigating risk and protecting their employees and their bottom line. Survey results confirm the

technology's effectiveness against the most pressing safety issues facing fleets today: speeding and distracted driving.

Conversely, the businesses without these systems—24% of survey respondents—cite driver privacy concerns and challenges with demonstrating a financial return on investment as the main barriers to adoption. Despite their hesitation, however, these professionals largely understand the potential value of telematics for improving fleet operations.

The path to overcoming these final barriers is clear: translating the technology's safety successes into a compelling ROI and arming corporate leaders with proven strategies for ensuring driver acceptance. By addressing the primary concerns of non-adopters with data-backed success stories from their more experienced peers, the industry can achieve greater success overall.

1. Background

Roadway crashes, the leading cause of fatal occupational injury across all industries, account for about one-third of all work-related fatalities in the United States. In 2024, 1,018 workers died while operating a motor vehicle.¹ Commercial trucks were involved in an estimated total of 503,000 police-reported crashes in 2022.²

These incidents take a human toll. They also place a substantial financial burden on employers. Companies pay \$72.2 billion annually in healthcare expenses, liability, lost productivity, and property damage related to employees involved in motor-vehicle crashes either on or off the job.³

Thankfully, today telematics is a widely known solution for improving both fleet safety and operational efficiency. With telematics, fleet operators can gain data-driven insights into driver behavior, identify potential safety risks before they arise, and take advantage of driver coaching opportunities they would not otherwise have.

This report details the results of a telematics-focused survey, fielded by NSC in partnership with Captive Resources, of fleet companies and other employers that use vehicles for business-related purposes. In this report, we first describe the characteristics of all the companies that responded, before diving deeper into the viewpoints of telematics users and those who do not use such systems. Survey methods are detailed in the Appendix.



¹ Bureau of Labor Statistics (BLS), 2024 (latest year available). Retrieved from <https://www.bls.gov/news.release/pdf/cfoi.pdf>.

² Federal Motor Carrier Safety Administration (FMCSA) data, 2022 (latest year available). Retrieved from <https://www.fmcsa.dot.gov/sites/fmcsa.dot.gov/files/2025-10/LTBCF%202022-%20508.pdf>.

³ Network of Employers for Traffic Safety (NETS), 2019 (latest year available). Retrieved from <https://trafficsafety.org/wp-content/uploads/2017/02/NETS-Cost-of-Motor-Vehicle-Crashes-to-Employers-Report-2019.pdf>.

2. Overall Company Characteristics

Summary of Key Findings

Information provided by 1,033 companies paints a rich picture of the current fleet management landscape. This section provides an overview of participating companies, including telematics use, industries represented, company and fleet sizes, vehicle types, annual miles driven, and the prevalence of employee drivers and employee-owned vehicles. We also report on why these companies' employees drive for work, whether they have formal fleet safety policies, leadership engagement rates with fleet safety, and top safety challenges fleet managers will prioritize in the coming year.

Most companies use telematics systems—and have for several years.

First, three-quarters of companies surveyed (75%) report using telematics systems to monitor employee drivers, while just under a quarter (24%) do not. High telematics use reflects in part that such systems have been available for years. Indeed, nearly four of five companies that use telematics (79%) have been doing so for three or more years; nearly one in five (17%) have used such systems for more than 10 years.

The majority of responses came from construction and transportation companies.

The high rate of telematics use is not surprising given that 59% of companies surveyed are in the construction and transportation sectors (44% and 16%, respectively)—industries fundamentally defined by asset-heavy operations and high-risk work environments. In these sectors, fleet safety is a core operational requirement. The physical nature of transporting people and materials, combined with the challenges of navigating remote and diverse job sites, elevate the risk of roadway crashes and, therefore, require a rigorous approach to risk mitigation.

A large majority are small and mid-sized companies.

Just over a third of companies reported employing 11-100 people (35%), while half (50%) reported employing 101-500 people. More often than not, as organizations reach or exceed 100 employees, they must transition from informal safety practices to more structured, process-led approaches. This implies a significant need for middle-management development and scalable safety protocols that can accommodate growth without diluting accountability

or overextending limited fleet safety resources. At this level, effective fleet management requires a solid understanding of vehicle utilization and the scale at which manual oversight becomes a liability.

Nearly all companies reported having fewer than 500 fleet vehicles.

Almost two-thirds of fleets (62%) operate between 11 and 100 vehicles, a scale that represents the tipping point where manual logs and spreadsheets become functionally obsolete and automated tracking becomes a necessity. Nearly a quarter (24%) operate 101-500 vehicles.

Four in 10 fleet vehicles are light-duty trucks.

Light-duty trucks, such as pickup trucks, cargo vans, and delivery vehicles, were the most common vehicle type (40%), followed by heavy-duty trucks (21%), medium-duty trucks (16%), and passenger vehicles (15%).

Nearly four in 10 reported their company vehicles travel more than a million miles a year.

Similar numbers of respondents reported their vehicles travel 500,000 miles or less in a year (37%) as reported their vehicles travel a million miles or more (39%), with a quarter (25%) indicating company vehicles are driven half a million to a million miles a year.

More than half of employees drive for work, almost half of companies reported.

A substantial 46% of companies reported that more than half of their workforce drives for work-related purposes, with almost another fifth (19%) stating that 31-50% of employees do so. For these companies, roadway safety is a primary occupational hazard across the entire organization. To manage widespread liability, safety oversight cannot be siloed but must be integrated into the broader corporate Environmental, Health & Safety ecosystem.

Two-thirds indicated that more than half of drivers use company vehicles.

Almost two-thirds (64%) reported that more than half their drivers use company-owned vehicles; nearly all drivers use company assets for 49% of companies. These high rates of company vehicle use effectively place the financial burden of fleet management, including safety incident management, on the organization. This model incentivizes effective risk management programs, such as telematics, to protect a company's most valuable resource—its workers.

The purposes of work-related driving vary widely.

Considering that fleet vehicles are primarily used for field operations (65%), service calls or deliveries (63%), commuting between work sites (57%), and client visits (52%), most companies may adopt telematics more to promote a positive safety culture and to gain visibility into a mobile workforce than for regulatory compliance.

Formal, written policies support fleet safety at more than four in five companies.

Given the prevalence of employee drivers and company vehicle use, it is not surprising that a large majority of companies (82%) reported they have formal, written fleet safety management programs—more even than reported using telematics systems.

Leadership is engaged in promoting and supporting auto safety initiatives.

Research demonstrates that executive engagement is one of the key predictors of organizational safety performance.⁴ It is therefore promising that more than half of companies (56%) indicated that their executives are either very or extremely engaged in fleet safety initiatives, while another 31% reported leadership was moderately engaged.

The top safety challenge remains driver distractions.

Despite high telematics adoption, almost two-thirds of respondents (62%) identified driver distractions as the paramount safety challenge facing their companies. Distraction remains the leading cause of preventable crashes,⁵ which suggests that while fleet managers have the data to identify the problem, they lack the behavioral interventions necessary to mitigate it. Speeding (38%) and rising auto insurance costs (33%) were the second and third most commonly noted challenges.

Top priorities in the next year are increasing safety awareness and reducing unsafe behaviors.

Over the next year, more than half of companies (58%) indicated they will prioritize increasing roadway safety awareness, while reducing unsafe driving behaviors will be a key focus for about half (49%). In addition, strengthening safety policies and enforcement are priorities for 37%, while 31% will focus on enhancing driver training. These results reflect a common realization among corporate leaders that the human element is still the missing piece of the fleet safety puzzle. While technology can provide insights, only behavior changes can provide results. The key is to effectively influence driver decision-making.

⁴ Barling, J., Loughlin, C., & Kelloway, E. K. (2002). Development and test of a model linking safety-specific transformational leadership and occupational safety. *Journal of applied psychology*, 87(3), 488–496. Retrieved from <https://doi.org/10.1037/0021-9010.87.3.488>.

⁵ Cox, A. E., Cicchino, J. B., Reagan, I. J., & Zuby, D. S. (2023). Prevalence of distracted driving by driver characteristics in the United States. *Journal of safety research*, 86, 346-356. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0022437523000981>.

Survey Data

Figure 1: Telematics usage

Q. Does your company use telematics systems to monitor company vehicles or drivers? (N=1,028)

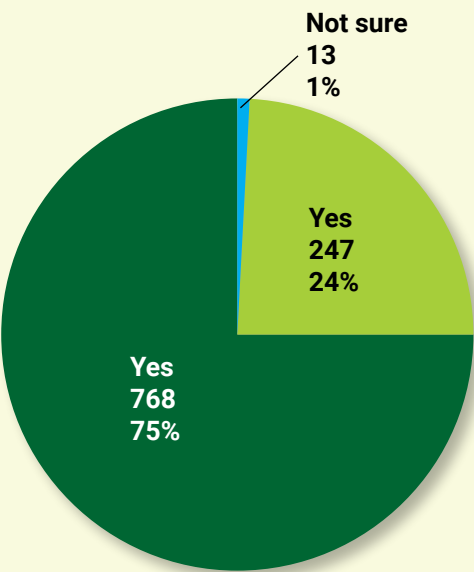
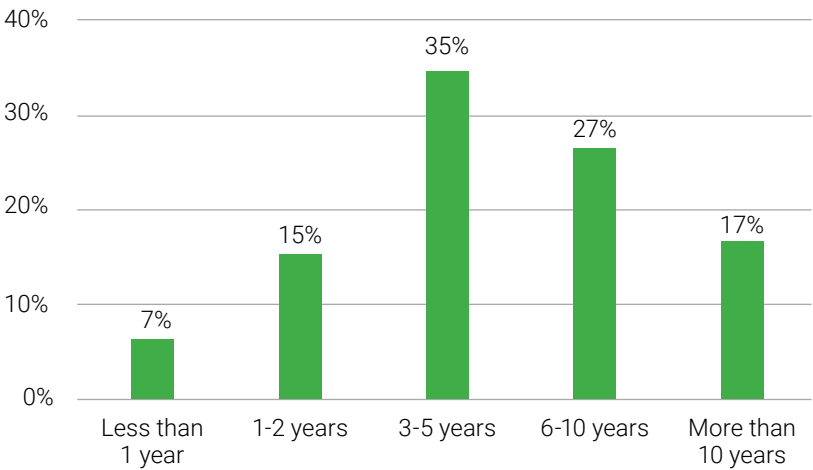


Figure 2: Years of experience with telematics

Q. Respondents who indicated they use telematics were asked, “How long has your company been using telematics systems?” (N=723)



Survey Data

Figure 3: Industry affiliation

Q. What is the primary industry of your company? (N=857)

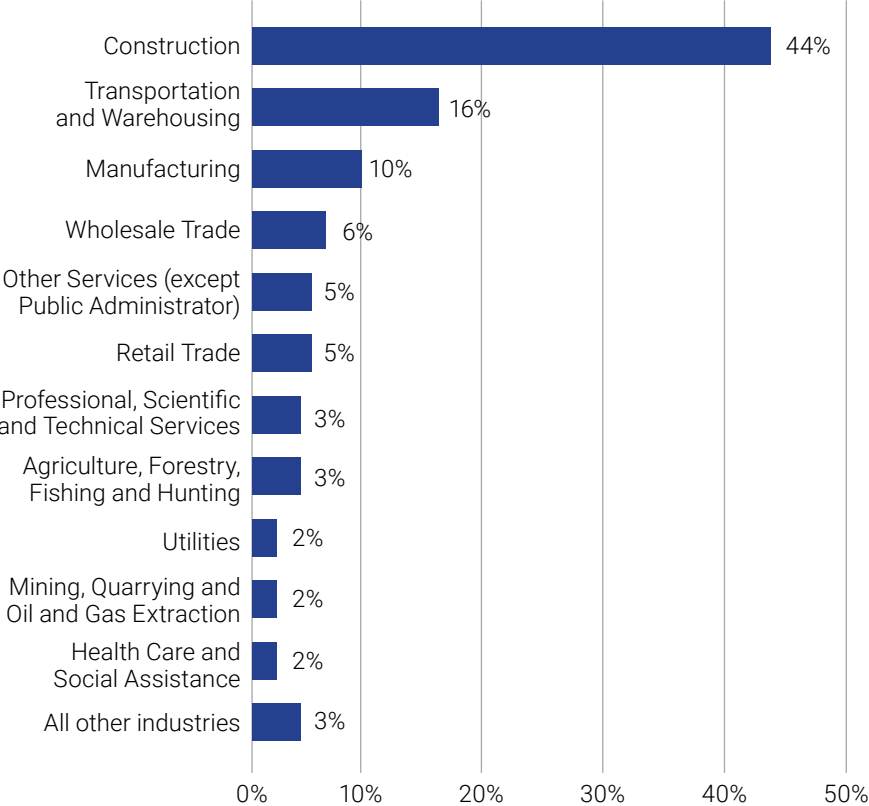
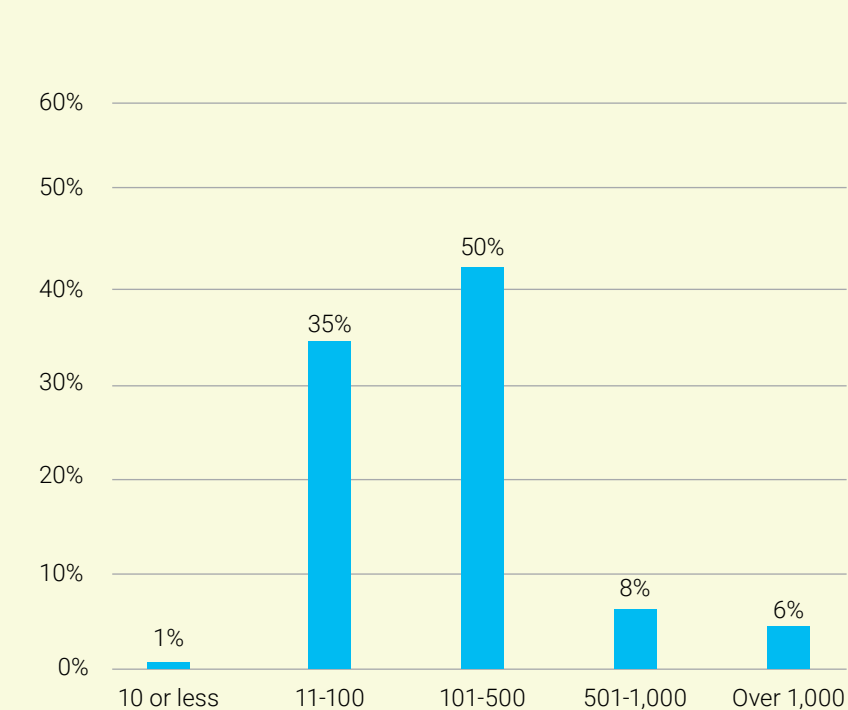


Figure 4: Company size

Q. What is the total number of employees at your company, including all locations? (N=861)



Survey Data

Figure 5: Fleet size

Q. What is the total number of vehicles your company owns, leases, rents, or operates, including personal vehicles used for work-related purposes? (N=868)

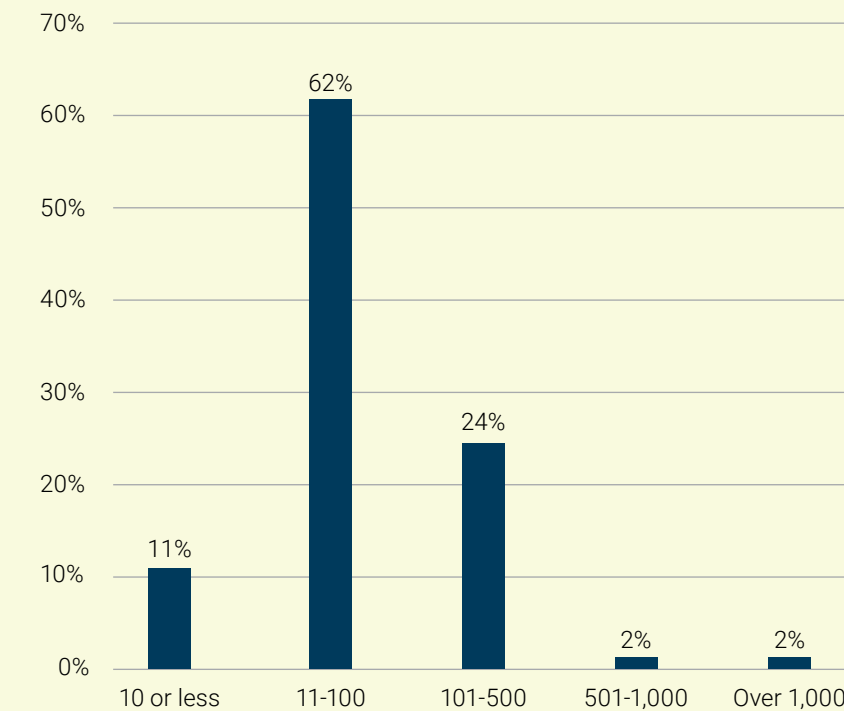
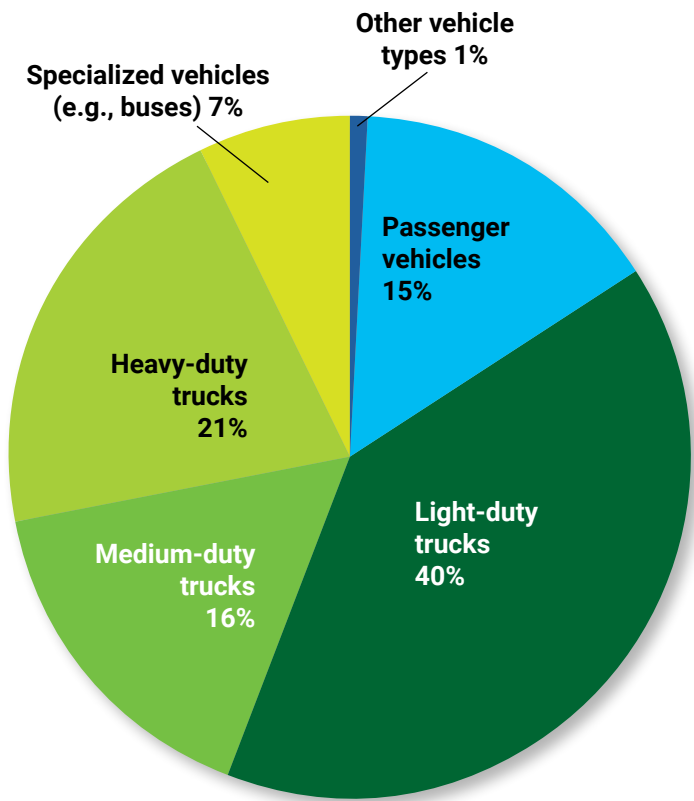


Figure 6: Vehicle type

Q. What percentage of your company's vehicles falls into the following categories? (N=877)



Survey Data

Figure 7: Miles driven per year

Q. How many miles do your company’s vehicles travel annually? (N=829)

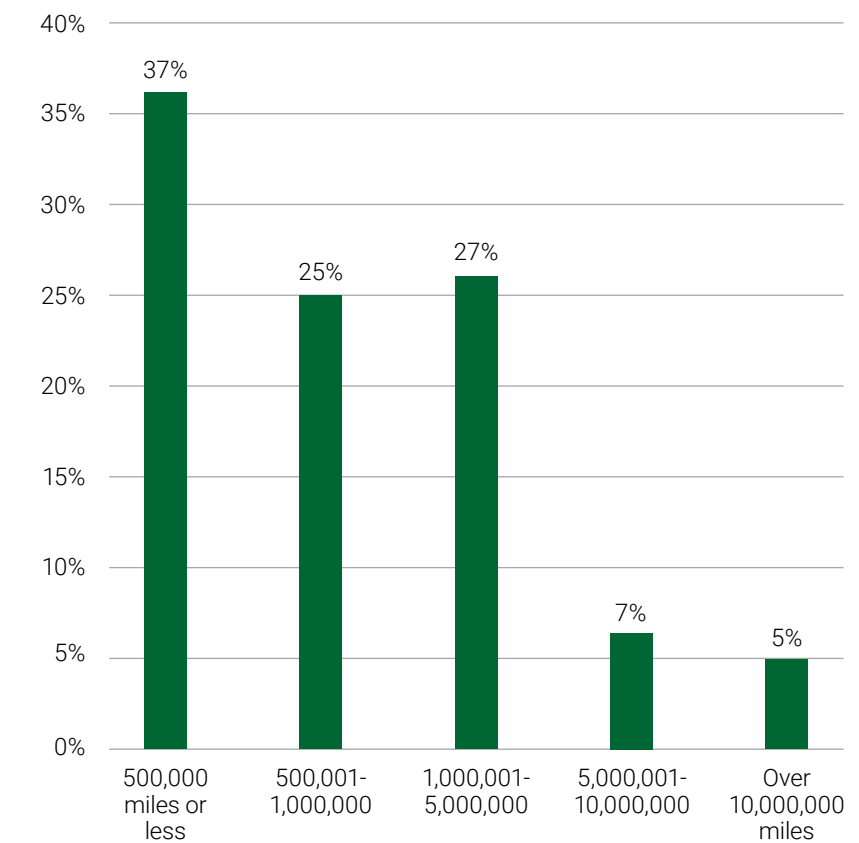
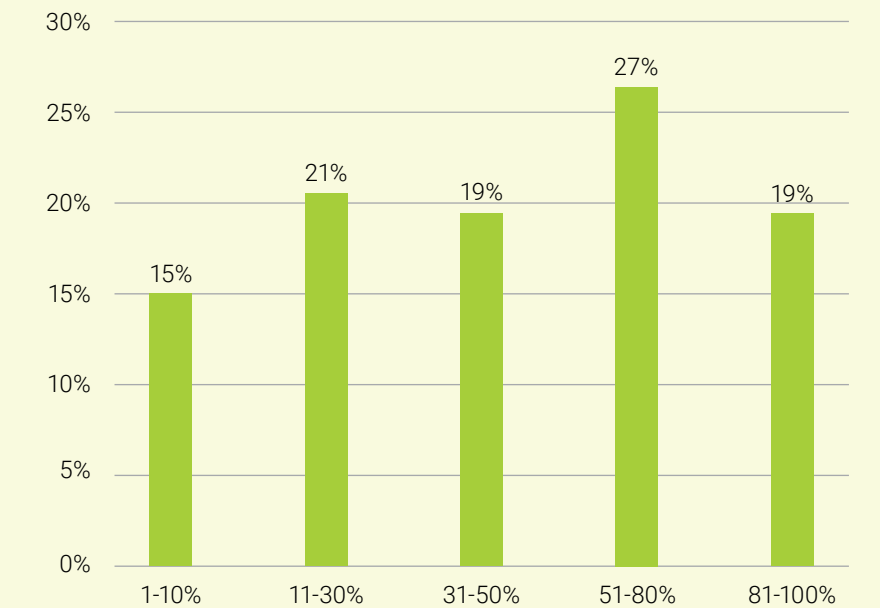


Figure 8: Employee drivers

Q. What percent of your company employees drive for work-related purposes? (N=858)



Survey Data

Figure 9: Driving company vehicles

Q. Of those who drive for work, what percent drive company-owned vehicles? (N=858)

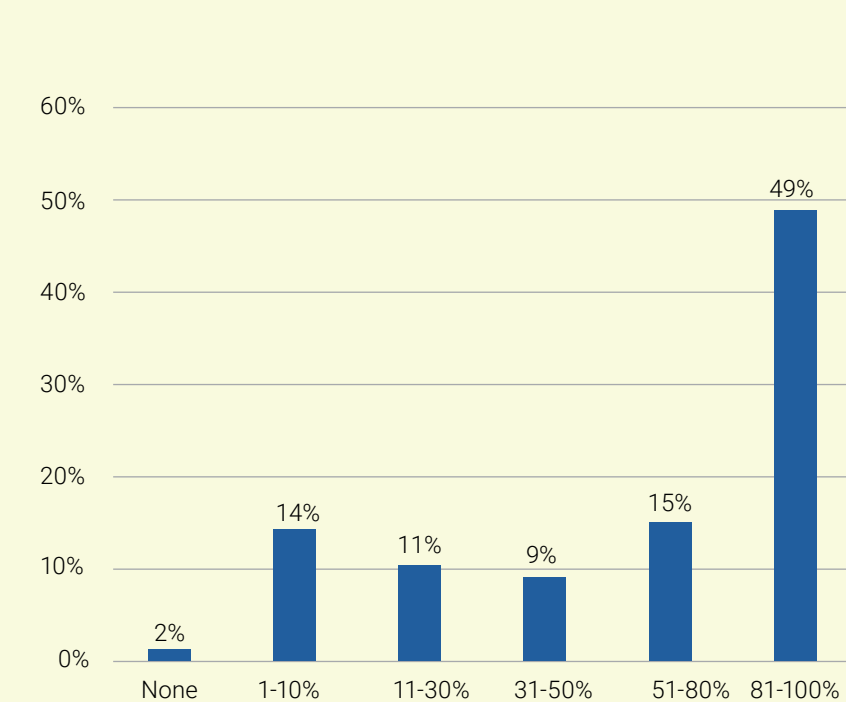
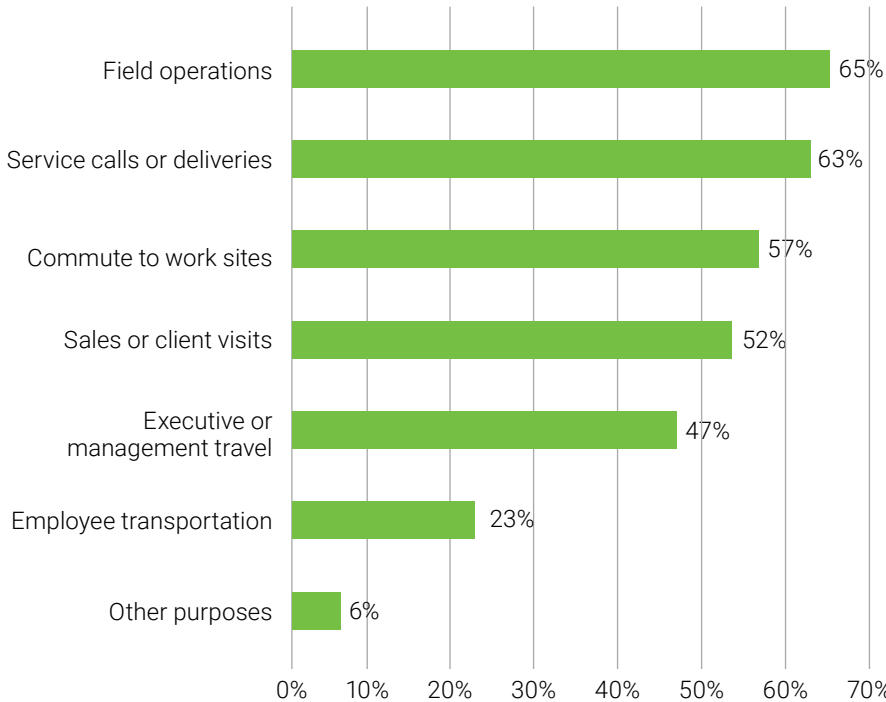


Figure 10: Purposes of work-related driving

Q. For what work-related purposes do your company's employees typically drive? (Select all that apply) (N=869)



Survey Data

Figure 11: Formal fleet safety management program

Q. Does your company have a formal written auto safety management program? (N=859)

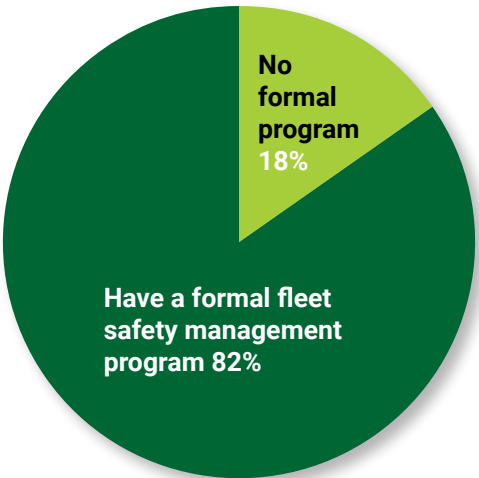
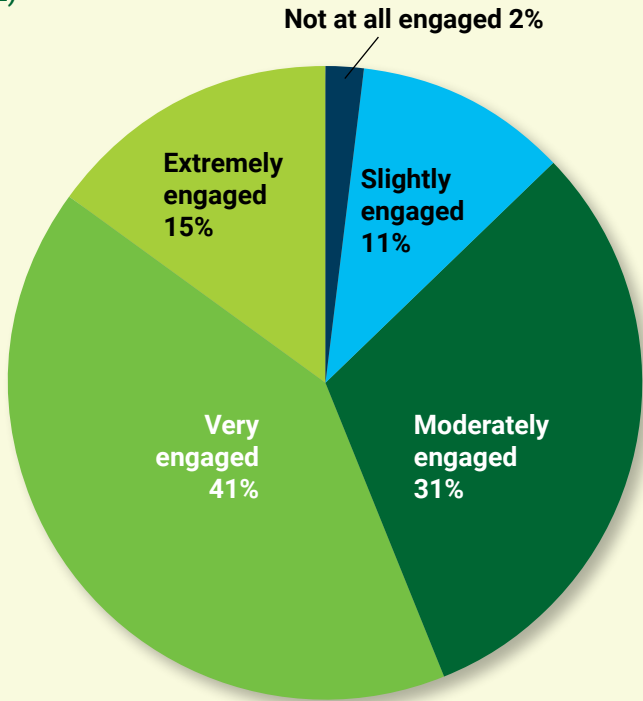


Figure 12: Management engagement in safety

Q. How would you describe your company management's level of engagement in promoting and supporting auto safety initiatives? (N=862)



Survey Data

Figure 13: Current fleet safety challenges

Q. What are the biggest auto safety challenges your company faces today? (Select up to 3) (N=857)

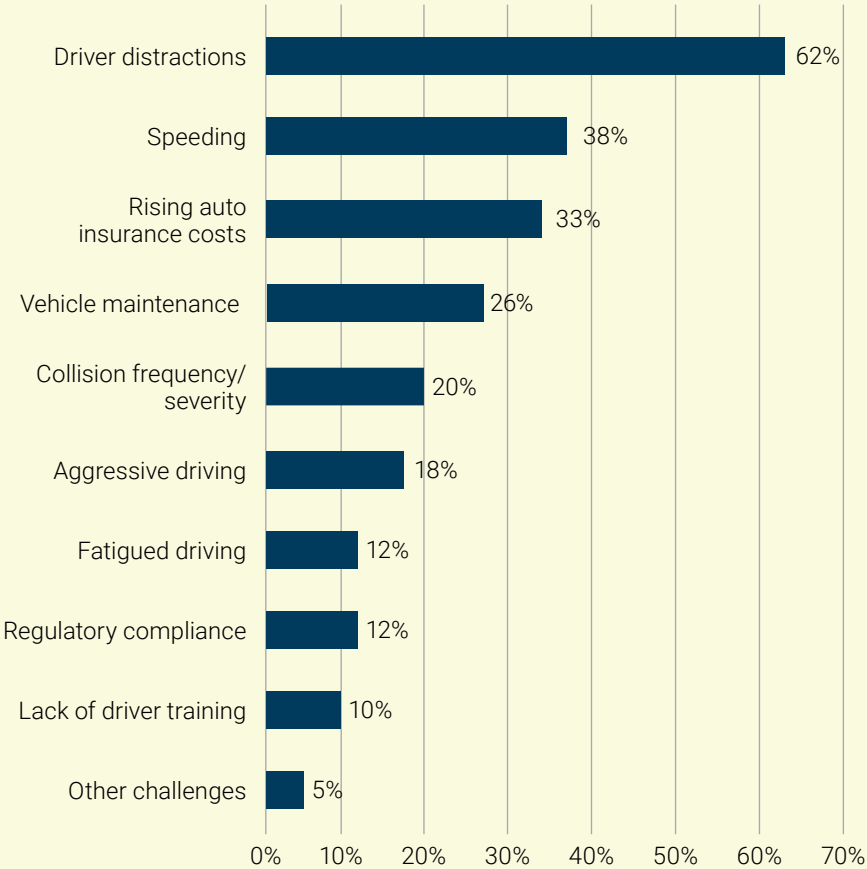
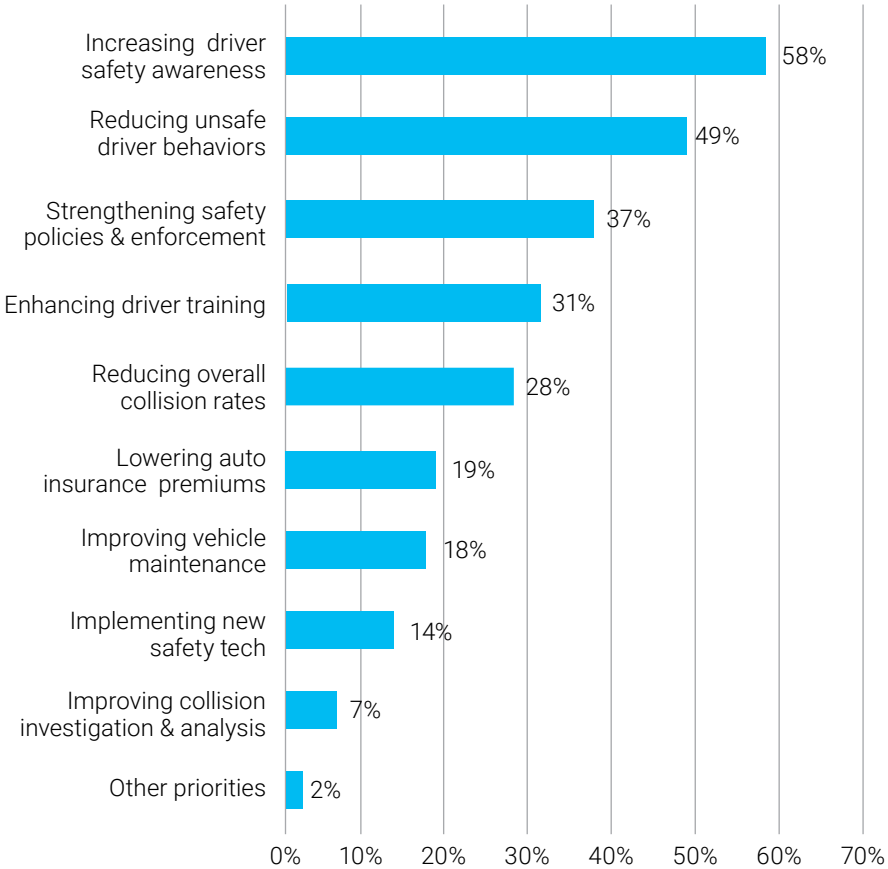


Figure 14: Future fleet safety priorities

Q. What are your company's top priorities for improving auto safety in the next 12 months? (Select up to 3) (N=855)



3. Companies That Use Telematics Report Improved Safety Outcomes

Summary of Key Findings

In this section, we dive deeper into experiences with telematics systems as reported by the three-quarters of respondents who use them. The evidence from these 768 users is unambiguous: companies are using telematics systems to create measurably safer fleets and more accountable fleet drivers.

We start with companies' top reasons for adopting telematics systems. We then describe types of systems, features, and how companies use system data, before turning to the remarkable results fleet managers reported the systems help them realize—including improved driver behavior and fewer collisions. Overall, survey results confirm that telematics systems deliver on their promise of creating safer operating environments for employee drivers.

Are these systems easy to use? Respondents overwhelmingly said yes. We round out this section with high reported user satisfaction, and the implementation and ongoing challenges that only a few said they experience—along with strategies to address them.

The survey data suggests that telematics implementation is not a “one and done” experience for these companies. Rather, fleet professionals show a continuous improvement mindset in seeking better outcomes over time, even as they already report significant positive impacts from using telematics.

Key drivers for adoption: four in five aim to improve driver behavior.

To fully understand the value companies realize from their telematics systems, it is useful to first consider what motivates companies to adopt telematics. Not surprisingly, top factors center on safety. Improving driver behavior was by far the top reason, cited by 80%, which positions telematics first and foremost as a tool for building a culture of safety and accountability. About half as many adopted telematics to enable driver training and coaching (42%) or to reduce collisions (41%).

Aftermarket hardware solutions dominate. Some have mobile apps.

Moving from intent to operational reality involves a series of practical decisions. The data shows a strong preference for flexible, aftermarket hardware. The most prevalent device types are hardwired units (55%) and self-installed, on-board diagnostic (OBD) port plug-in devices (54%). This indicates that nearly all fleets rely on dedicated telematics hardware rather than systems built in by vehicle manufacturers. In addition, about a quarter reported using mobile phones or devices (26%), and a quarter said they use asset trackers (25%).

GPS tracking is the most common feature, followed closely by driver monitoring.

The most widely adopted features that provide visibility into fleet activity and driver performance include GPS tracking and routing (92%), driver behavior monitoring (87%), video footage (75%), and vehicle diagnostics and maintenance (57%).

Most cameras face both drivers and the roadway.

Among telematics users whose systems include dashcams, almost three-quarters (71%) record both the driver and the roadway, while just over a quarter (28%) have cameras that face only forward.

Companies use telematics data for disciplinary action, targeted training, and real-time alerts.

The true value of telematics is unlocked when data insights are translated into concrete actions that reinforce safety standards and improve driver performance. Interestingly, more companies reported using telematics data for disciplinary action (65%) than for positive incentive programs (37%). More than half (56%) use data to inform targeted training, while almost half (48%) have systems that provide real-time alerts and in-cab feedback. In addition, about four in 10 use the data as the basis for scorecards or ranking systems, or for individual performance reports (each reported by 41%).

Nearly all fleet managers reported they are using telematics effectively.

A whopping 87% of respondents stated they use telematics at least moderately effectively, with more than four in 10 (42%) indicating very or extremely effective use. This can be a tricky question, since to some degree it asks fleet managers to describe their own performance. In this case, the results back these positive views: high reported rates of effective use correlate with high rates of positive safety impacts respondents attribute to telematics use.

Clear impact: nearly all reported increased safe driving behavior because of telematics use.

The impact of telematics on driver behavior is overwhelmingly positive. A remarkable 93% of companies reported improvements in safe driving, with 37% reporting significant improvements thanks to their telematics systems.

A majority reported reductions in speeding and distracted driving.

Reduced speeding (76%) and reduced distracted driving or cell phone use (59%) were the two most commonly cited improvements, followed by decreases in harsh braking (42%) and increased seat belt use (41%).

Two-thirds of respondents reported fewer collisions.

Improved driver behavior results in fewer collisions. Two-thirds of telematics users (66%) reported decreases in collisions, with almost half (47%) reporting moderate or significant reductions. About a third (34%) reported no observable impact on collision rates.

Technology enables organizational culture change: more than 40% said improved driver accountability is the most valuable benefit of using telematics.

While companies initially adopt telematics to improve behavior and reduce collisions, the single greatest benefit realized through its use is the cultural shift it enables. When asked to select the single most valuable benefit, 43% cited improved driver accountability—more than double the number that cited better visibility into fleet operations (19%), the second most common response. For small numbers of respondents, the top benefit was reduced collisions (12%), enhanced compliance (8%), or improved operational efficiency (also cited by 8%).

Nearly all reported being satisfied with their current telematics system.

Achieving better safety outcomes with telematics will be easier with a user-friendly system. Indeed, nearly all respondents (91%) reported being at least moderately satisfied with their telematics platform, with 58% very or extremely satisfied. Recalling that the majority of respondents had been using telematics for three years or more, it is likely most fleet managers have had time to iron out any difficulties experienced during rollout and early implementation. We asked them about these challenges all the same.

Few fleet managers reported major implementation challenges.

Three-quarters of respondents reported they encountered only slight (50%) or no problems (25%) during implementation, while 23% reported moderate problems. The challenges that companies did report point to key implementation planning needs.

Driver resistance was the most common challenge, followed by finding the right service provider.

The most significant hurdle, cited by 58% of companies, was driver acceptance of the technology. Other concerns included choosing the right provider or service (38%) and navigating technical issues with installation or devices (30%). This finding suggests that, while specific issues may arise, they are largely manageable and do not derail the implementation process for the vast majority of companies.

The prevalence of features designed to monitor driver actions, such as driving behavior and video monitoring, directly correlates with driver acceptance emerging as the primary implementation challenge—and underscores the need for transparent communication and thoughtful change management.

Small numbers experienced ongoing challenges with using the data and privacy concerns.

For a quarter of fleet managers (25%), managing and interpreting the telematics data appears to be the most significant ongoing operational challenge; one in five (20%) cited ongoing privacy or morale concerns. These findings highlighted the need for dedicated resources or intuitive software to avoid being overwhelmed by information. In addition, companies can increase their chances of success by developing clear plans for data use before rolling out a new system. This can include updating training and policies, including data privacy policies; devising processes for incentives, coaching, and disciplinary action; and clearly defining telematics-related roles and responsibilities. Lastly, seeking driver input early and developing strategic, transparent communications to address driver concerns can help mitigate resistance.



Survey Data

Figure 15: Reasons for implementing telematics

Q. What were your company's primary reasons for implementing telematics? (Select up to 3) (N=693). Other reasons mentioned: view vehicle location, provide at-fault determination, protect against fraudulent claims, reduce unnecessary downtime, address client requests.

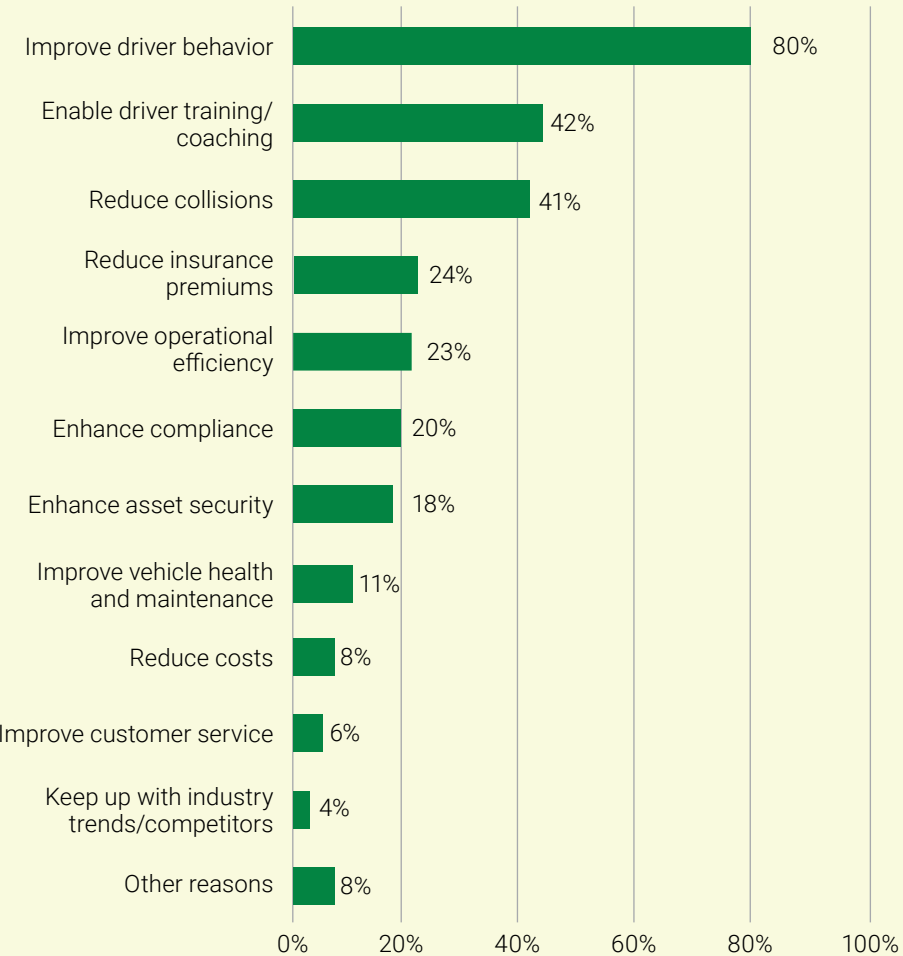
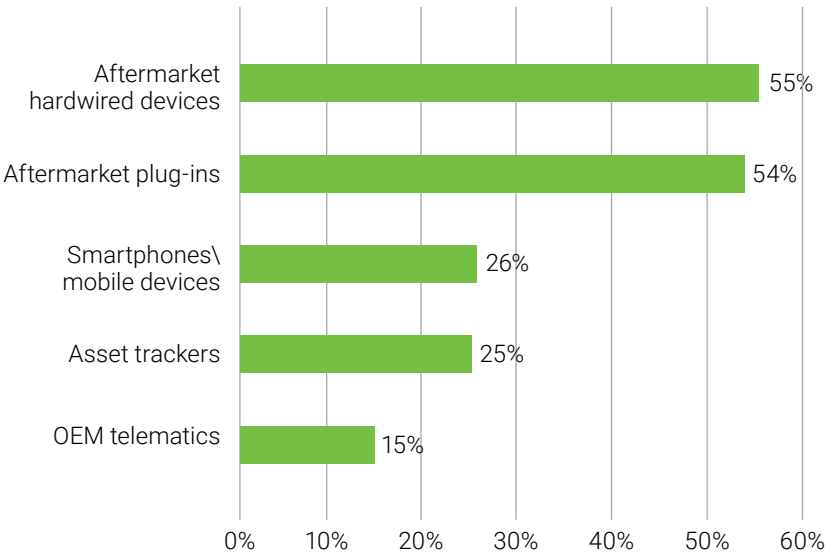


Figure 16: Hardware currently in use

Q. Which of the following device types does your company currently use to collect telematics data? (Select all that apply) (N=723)



Survey Data

Figure 17: Common telematics features

Q. Which of the following telematics features does your company currently use? (Select all that apply) (N=722)

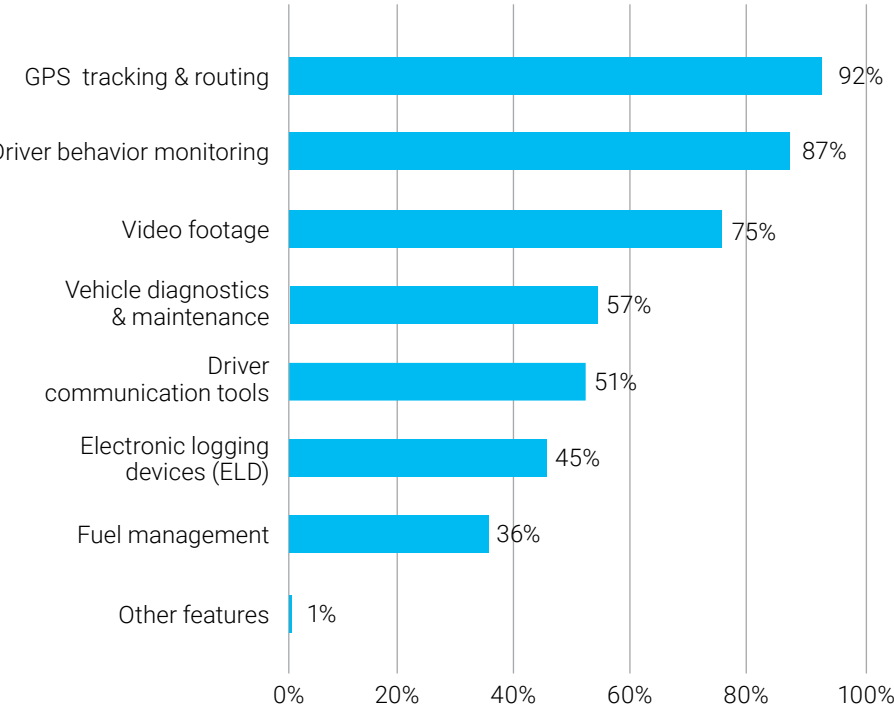
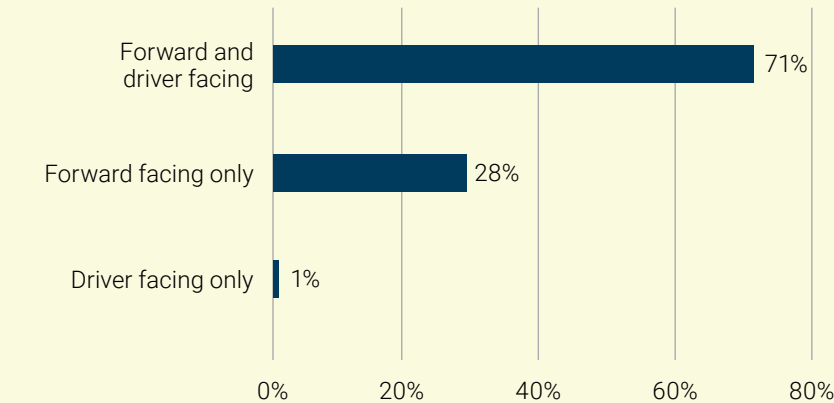


Figure 18: Types of video cameras currently in use

Q. Respondents who reported using video recording to monitor vehicles or drivers were asked “What types of video cameras does your company currently use? (Select all that apply)” (N=538) Other camera types mentioned: backup cameras, blind spot cameras, driver and passenger side cameras.



Survey Data

Figure 19: Driver training and coaching methods that use telematics data

Q. For which of the following training and coaching methods do you use telematics data? (Select all that apply) (N=688). Other methods mentioned: incident review.

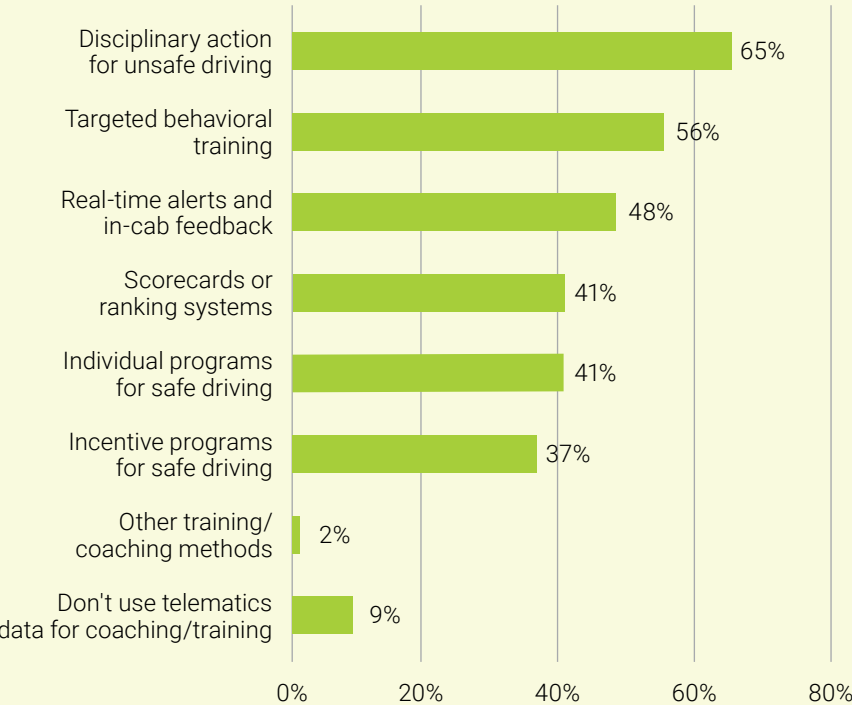
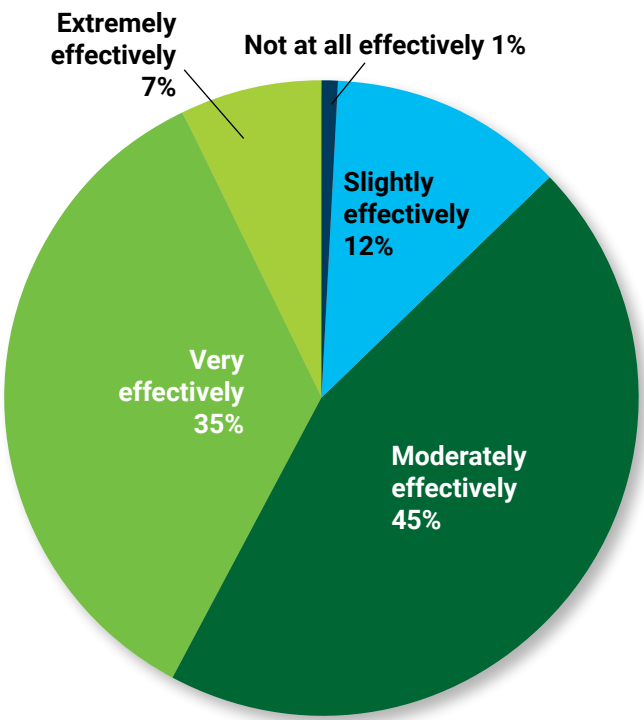


Figure 20: Company's effectiveness in using telematics for fleet management

Q. How effectively does your company use telematics systems to manage fleet vehicles? (N=690)



Survey Data

Figure 21: Impact of telematics on safe driving behavior

Q. How has the telematics system impacted safe driving behavior among your company's drivers? (N=691)

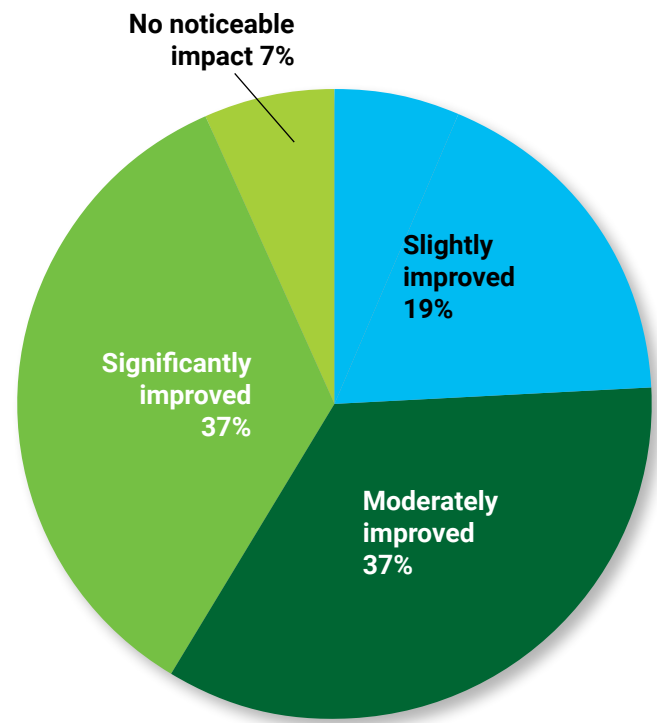
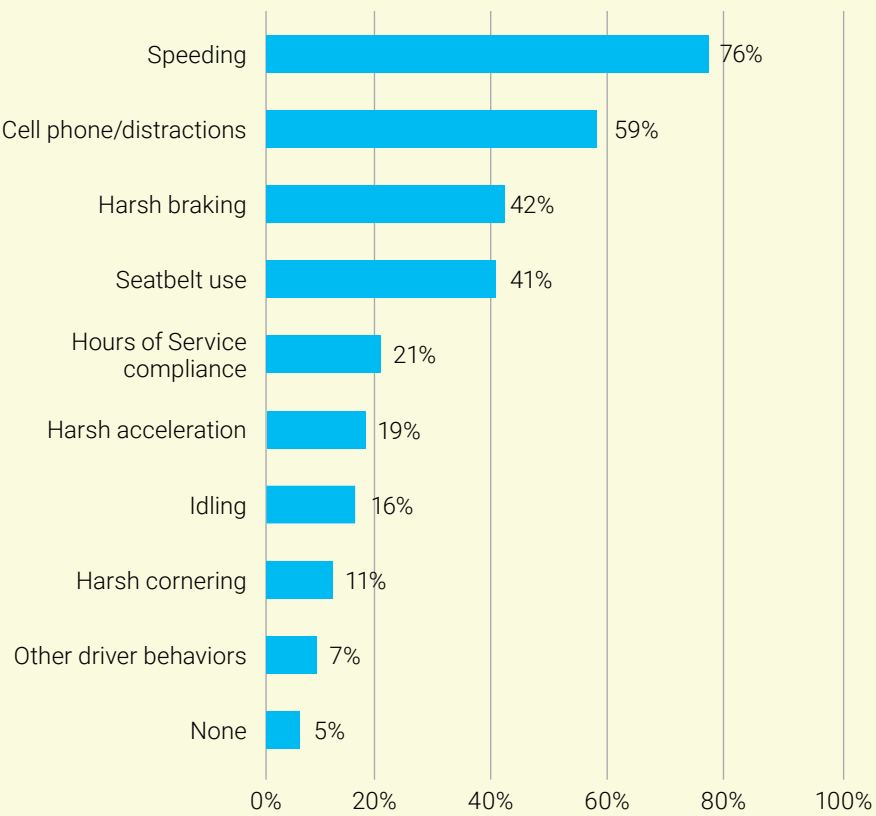


Figure 22: Specific behaviors positively impacted by telematics

Q. Which specific driver behaviors do you believe have been most positively impacted by telematics? (Select all that apply) (N=692). Other behaviors mentioned: reduced tailgating/increased following distance, fewer stop sign violations.



Survey Data

Figure 23: Impact of telematics on collisions

Q. How has the telematics system impacted the frequency of collisions experienced by your company's drivers? (N=688)

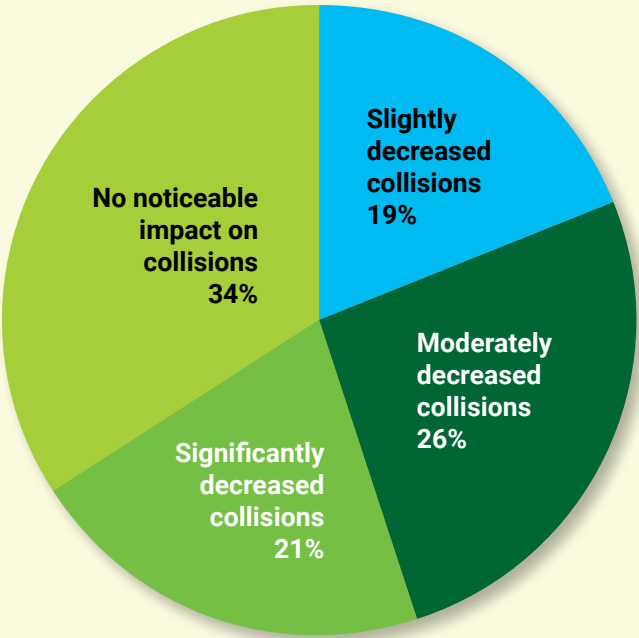
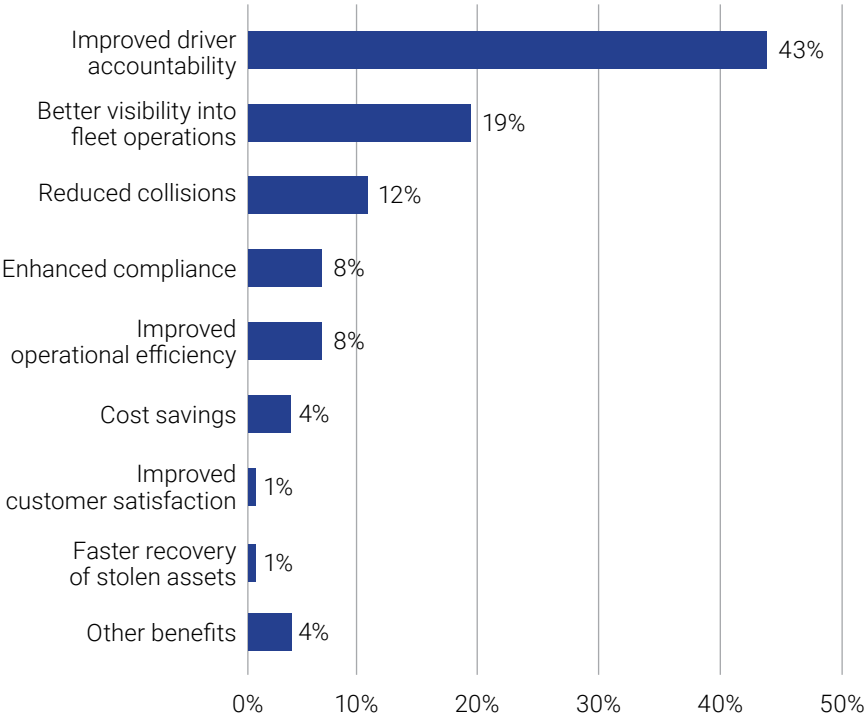


Figure 24: Benefits of using telematics

Q. What has been the most valuable benefit of using telematics? (N=691). Other benefits mentioned: reduced corporate liability, providing evidence for incident investigations, faster recovery of stolen assets.



Survey Data

Figure 25: Satisfaction with telematics system

Q. How satisfied are you with your current telematics system? (N=691)

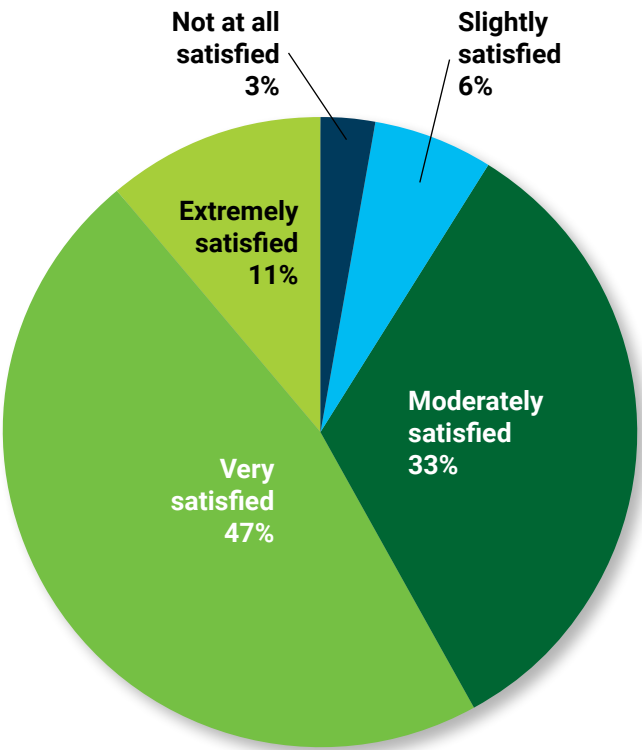
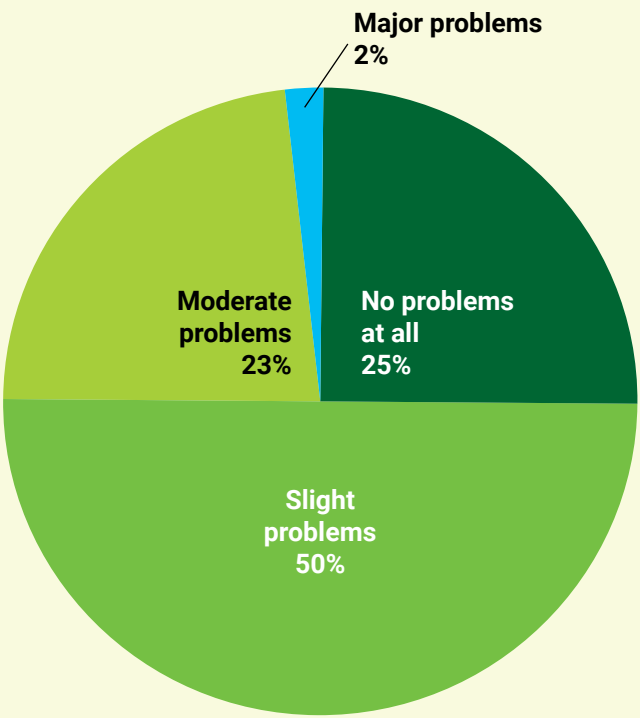


Figure 26: Extent of the problems encountered during telematics implementation

Q. What was the extent of the problems your company encountered during the telematics implementation process? (N=691)



Survey Data

Figure 27: Specific challenges company encountered during telematics implementation

Q. What were the biggest issues your company encountered during telematics implementation? (Select up to 3) (N=683) Other issues: lack of time and experience handling large volume of telematics data, taking vehicles out of service for installation, technology installers' inadequate skills or preparation, poor telematics system performance.

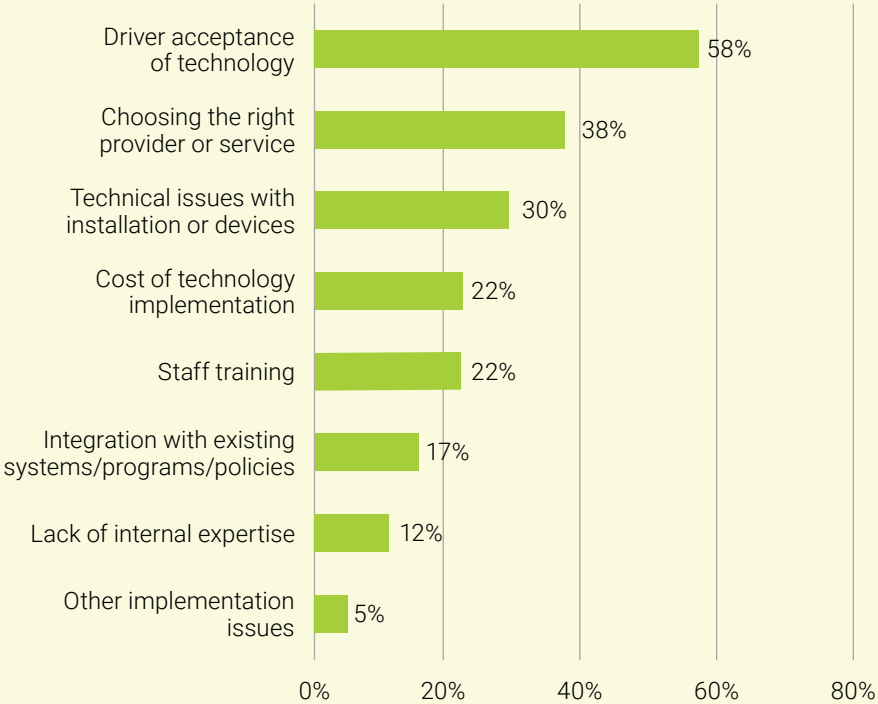
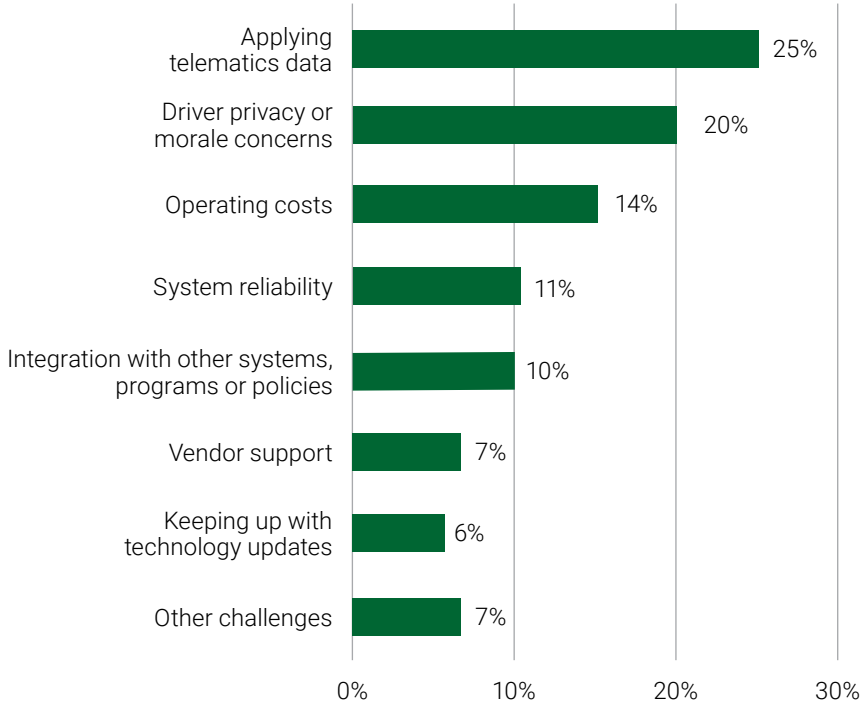


Figure 28: Challenges with operating telematics system

Q. What has been the biggest challenge in operating your telematics system? (N=675). Other challenges mentioned: management's acceptance, building support and engagement among supervisors, competing priorities, vehicle-telematics compatibility.



4. Perspectives of Companies That Do Not Use Telematics

Summary of Key Findings

While three-quarters of survey respondents reported they use telematics, 247 companies (24%) reported that they have not yet implemented a telematics system. One of NSC's goals in this research was to understand this segment's specific barriers, perceptions, and needs, in order to develop targeted strategies to help companies adopt effective fleet management solutions.

Companies with very small fleets—such as the 11% of respondents with 10 or fewer vehicles—may see limited value from a new telematics system. However, most companies, and especially those with larger fleets, higher annual miles driven, or with higher portions of their employees driving for work, can realize the kinds of value that telematics users reported in their survey responses.

Ultimately, capturing this untapped market is a matter of education. The most significant barriers are rooted in the human element, dictating that any successful market penetration strategy must equip internal champions (e.g., fleet managers, EHS or HR professionals) with the tools to address concerns head-on. Strong evidence can also help pave the path to conversion. Specifically, evidence of financial ROI, enhanced safety, and operational efficiency can help answer the questions that our findings show these companies are already asking.

Reasons for not yet using telematics varied: no single reason was cited by more than 35%.

Survey results indicate these companies may find planning guidance centered on managing organizational change more useful than information about system specs, as about a third (34%) reported concerns about driver privacy or drivers' reactions as their top reason for not having telematics. Other reasons included telematics not being a good fit (30%), competing priorities (25%), high cost (24%), and uncertainty about the return on investment (also cited by 24%). Thus, these companies require clear evidence that the financial outlays will generate tangible savings and operational benefits before they will commit.

Companies that do not use telematics still largely recognize their potential value.

Only 4% of survey respondents said that telematics systems are not important for improving fleet safety. This disconnect between perceived value and actual implementation represents a key opportunity for adoption.

About a quarter of non-users are considering or researching telematics systems.

Almost three-quarters of non-users reported no plans to adopt telematics: 42% were not considering telematics when they took the survey and 30% remained undecided. But the rest, a promising 23%, is either considering implementation without concrete plans or is actively researching solutions.

Prospective buyers are most interested in telematics features that align with their primary motivations.

The top three desired telematics features focus squarely on risk management: driver behavior monitoring (70%), GPS vehicle tracking (41%), and integrated dashcams (41%).

To be persuasive, engagement efforts must highlight clear ROI and cost savings, comparative analysis of providers and offerings, and guidance to address driver resistance.

When asked what kinds of information would be most helpful in making a decision about telematics use, more than half (56%) selected ROI & cost savings information. This is the antidote to the two primary financial barriers holding companies back: high implementation costs and uncertain ROI. Providing industry case studies, ROI calculators, and evidence of savings on fuel, maintenance, and auto insurance can help build a strong business case.

More than a third (37%) selected comparative analysis of providers and offerings. This need reflects a market that may feel overwhelmed by choice and complexity. Non-adopters are seeking clear, digestible comparisons to help them navigate the landscape and understand key differentiators. Simplifying this evaluation process is a major value-add.

Almost a third (31%) selected guidance on driver acceptance tactics. Such information would directly address the top barrier to telematics adoption: concerns about driver privacy and negative reactions. Providing best-practice guides, communication templates, and success stories can help, since gaining drivers' trust and buy-in is a non-negotiable component of any engagement strategy.

Survey Data

Figure 29: Reasons why telematics have not been implemented yet

Q. What are the primary reasons your company has not yet implemented a telematics system? (Select up to 3) (N=180). Other reasons mentioned: potential liability concerns if telematics data is available.

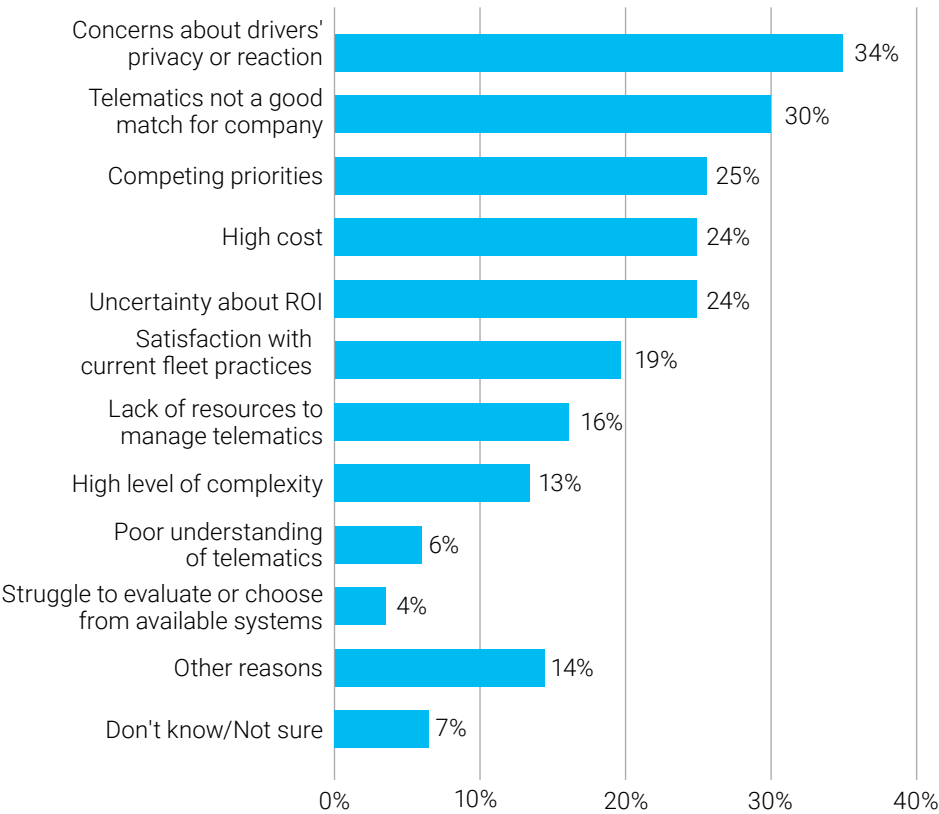
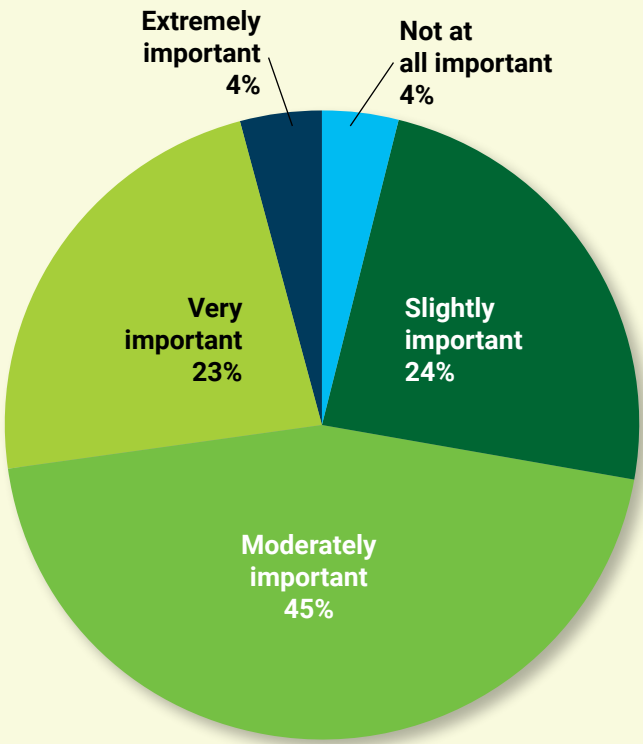


Figure 30: Perceived importance of telematics for improving fleet safety

Q. How important do you believe telematics systems are for improving auto safety? (N=180)



Survey Data

Figure 31: Company's future plans to implement telematics

Q. Is your company considering implementing telematics systems in the future? (N=180)

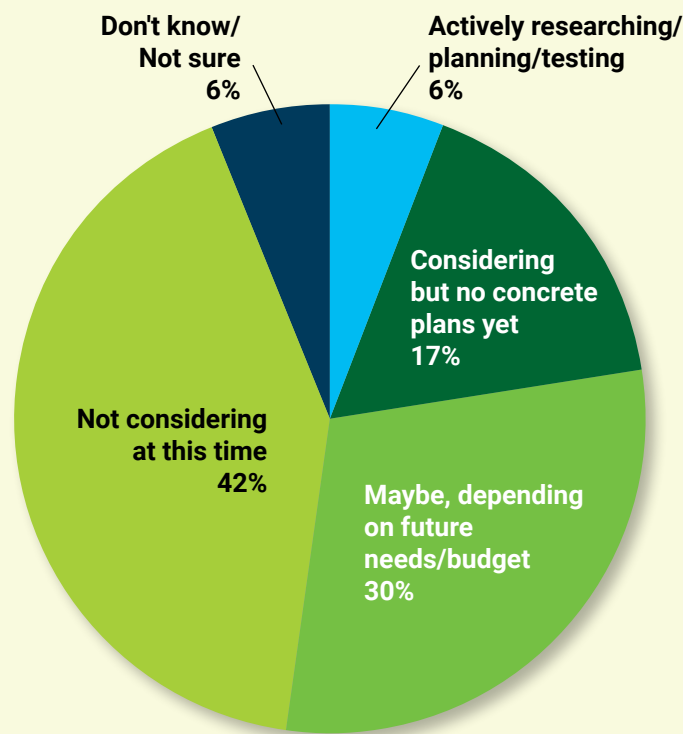
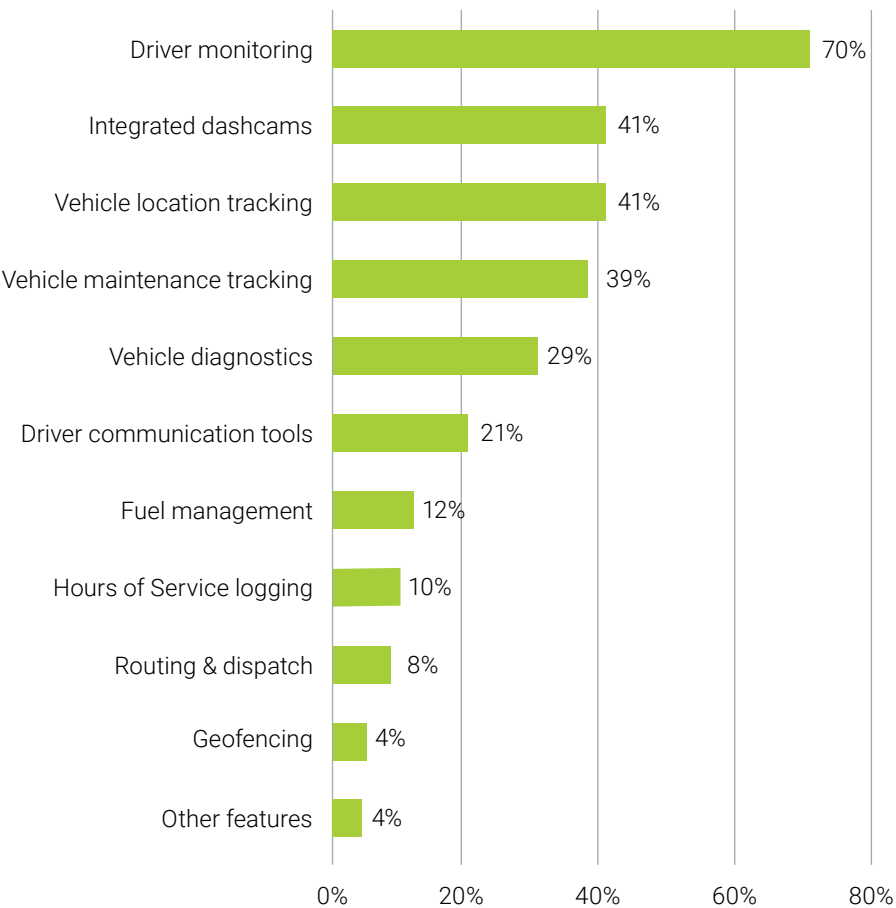


Figure 32: Desired features of telematics systems

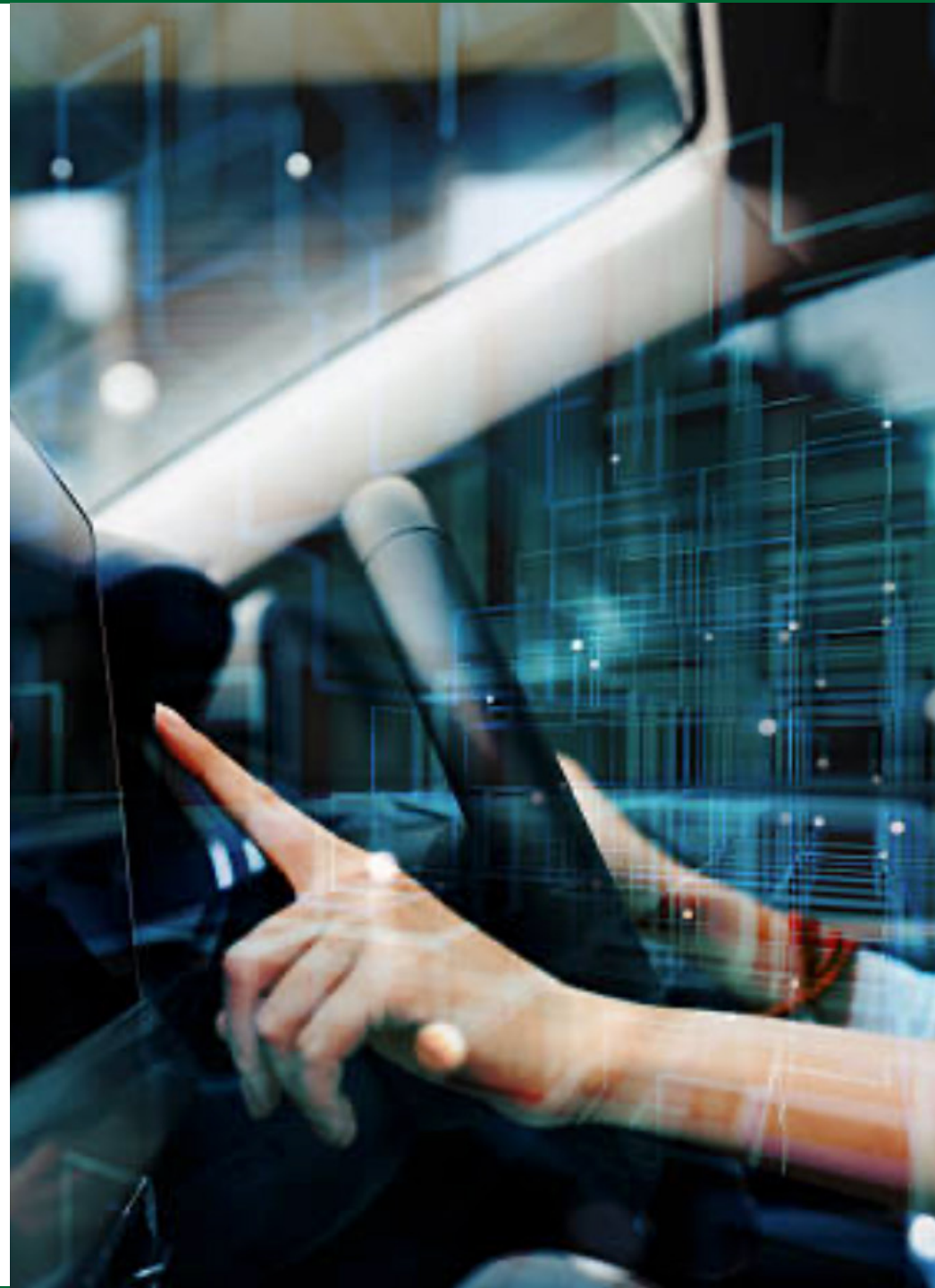
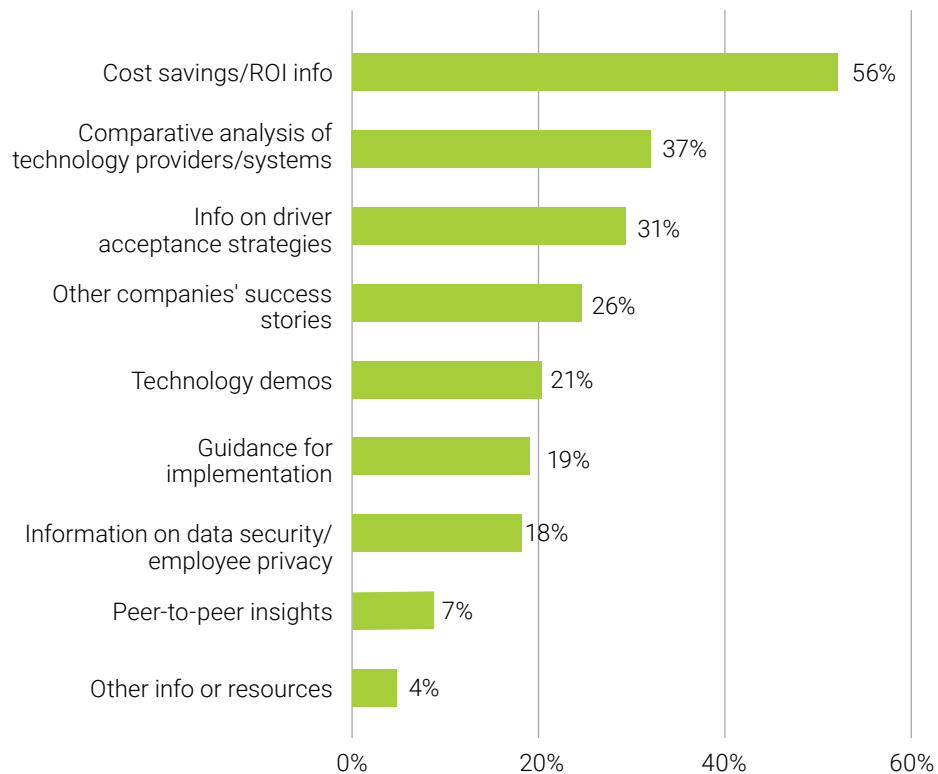
Q. If considering implementing telematics, what features would be most valuable to you? (Select all that apply) (N=169)



Survey Data

Figure 33: Information or resources that would help to inform purchasing decision

Q. What information or resources would be most helpful to you in making a decision about implementing telematics? (Select up to 3) (N=164)



5. Looking Ahead: Evolving Technology, Expanding Adoption

As the technology that powers telematics systems continues to advance, fleet professionals can expect to see more widespread and intuitive driver-facing apps, more complex system-generated insights, as well as the integration of artificial intelligence. As these systems protect fleets in new ways, knowledgeable fleet professionals will continue to place the technology at the heart of a comprehensive approach to fleet safety—one that encompasses written policies; clear processes for evaluating drivers and providing rewards, training, coaching, and disciplinary action; high engagement from leaders; and clear roles and responsibilities for everyone that uses system data for safety and operational insights.

The benefits of telematics use are powerfully clear in the NSC survey results.

Nearly all users reported improved safe driving behavior—with a majority reporting reductions in speeding, distracted driving, and collisions. Nearly all also reported high user satisfaction.

The views of non-users point to the kinds of communication needed to address remaining hesitations: clear ROI and cost savings information, comparative information on providers and offerings, and strategies for gaining drivers' trust and buy-in. Ultimately, with thoughtful planning, engaged leaders, and a continuous improvement mindset, most companies can see clear safety gains by adopting telematics, thereby contributing to improved safety outcomes for the industry as a whole.



Appendix – Survey Methods

Members of the NSC research team developed the survey questionnaire with input from Captive Resources. Researchers first pilot-tested a draft version of the questionnaire with a small number of people representing the target population and then revised it to incorporate their input. The questionnaire had three sections: (1) items for companies that have telematics systems in place, (2) items for companies that do not use telematics, and (3) general items about company characteristics and existing fleet management practices.

Researchers contacted member companies of Captive Resources to invite them to participate in the survey. Fleet leaders, and people in other roles with fleet management responsibilities, received an email invitation with a link to complete the survey anonymously using Qualtrics, a secure online survey platform. Researchers followed the initial email with reminders and thank you notes to encourage active participation. Participants did not receive compensation or incentives in exchange for survey completion. The survey was conducted in 2025.

Only companies that own, rent, lease, or operate vehicles for business-related purposes were eligible to be included in analysis. More than 7,500 companies were invited to respond to the survey; of those, 1,062 submitted responses. Twenty-nine surveys were excluded from analysis because the respondents did not possess sufficient knowledge to comment on their companies' fleet management practices and telematics use, leaving 1,033 valid responses.

Some questions were asked only of companies that do or do not use telematics, and not all participants answered all possible questions, so the total number of responses to a given question varies throughout this report. In addition, participants could select multiple answers to many of the questions; in those cases, percentages do not total 100.

Figure A1: Survey participants

