

Use Case

Vehicle Tracking

Importance of Vehicle Tracking for Car Dealerships

Tracking consumer vehicles is of utmost importance for car dealerships, as it offers numerous benefits that enhance their operations and overall business success. Vehicle tracking enables dealerships to effectively manage their inventory by monitoring the location and status of vehicles in real time.

Benefits of Implementing RTLS for Vehicle Tracking

Through monitoring the location and status of vehicles in real time, dealerships are provided a comprehensive overview of their inventory. By leveraging the power of our advanced IoT vehicle trackers, your dealership can:



Reduce loss and theft or unauthorized use



Prevent discrepancies



Ensure safety and security



Optimize logistics processes



Ensure timely deliveries



Enhance customer service



Promote preventative maintenance



Vehicle Tracking Use Case

The Challenge

Scenario

One prominent use case where asset tracking was needed in a car dealership involved the management and tracking of loaner vehicles. This particular car dealership often provides loaner vehicles to its customers when their own vehicles are being serviced or repaired.

Key Needs

Real-time visibility to ensure status of loaned vehicles

Link Labs Solution

This company chose Link Labs' AirFinder Everywhere battery-powered solution to track and monitor the usage, location, and maintenance needs of their loaner vehicles. With our asset tracking solution, the dealership was able keep track of which loaner vehicles are in use, who has them, and how long they're used. This helped the dealership ensure efficient allocation of loaner vehicles, avoiding accidental overbooking or double-booking. Additionally, by tracking usage of loaner vehicles, the dealership was able to schedule timely maintenance and servicing which ensured that the vehicles were always in optimal condition for customer use.

Book a demo to get started

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