

## Battlecard

### Sales Training Videos

### Sales Materials

#### AT&T Fleet Complete Platform Benefits

- Leverages a GPS tracking device that monitors driver behavior and enables customers to manage risky driving
- Automates driver's Hours of Service logbooking, pre and post-trip DVIRs and complies with ELD mandate
- Connects to Engine Control Module (ECM) and collects engine, vehicle and location data that empowers customers to reduce running costs
- Delivers fleet operations insights to help improve vehicle life, reduce unauthorized vehicle use and better manage inventory costs
- Provides tools to optimize routing, improve fleet utilization and increase driver productivity
- Offers one of the smallest asset trackers on the market to track and manage high-value equipment and assets
- Integrates with GM or Ford vehicles and allows GM or Ford customers to monitor the location and health of their vehicles without additional hardware
- Improves driver coaching and fleet safety with video telematics and Advanced Driver-Assisted Systems (ADAS)
- Helps manage task dispatching and communications with workforce in the field from one screen
- Provides fleet dashboards and on-demand reports to help simplify IFTA reporting

#### Target Markets



- **Services:** HVAC, Electricians, Landscaping, Pest Control, Towing
- **Transportation:** Trucking, Food, Logistics, Agriculture
- **Construction**
- **Manufacturing, Utilities, Oil & Gas, Energy**
- **Delivery:** Retail, Courier, Armored Cars, Office Supplies
- **Government:** Property management, School buses, Emergency Services

#### Fleet Management

##### Standard Plan (w/out ECM):

- \$14.24\*/mth. + \$0 HW (FT1)
- \$14.99\*/mth. + \$130 HW (MGS800)

##### Advanced Plan (w/ECM):

- \$19.25\*/mth. + \$0 HW (FT1)
- \$20\*/mth. + \$130 HW (MGS800)

#### ELD + DVIR Compliance

##### ELD:

- \$29\*/mth.
- Vehicle Verification Required

##### DVIR:

- \$0 with ELD
- \$5 without ELD

#### Asset Management

##### AT1 Hardware:

- \$8\*/mth. + \$95 HW
- Or Bundled Pricing - \$12/mth. - \$0 upfront

##### AT1 Solar:

- \$8\*/mth. + \$81 HW
- Or Bundled Pricing - \$11/mth. - \$0 upfront

##### PT100:

- \$14.99/mth. + \$160 HW

#### MRM - Mobile Resource Management

##### Forms:

- \$10/mth. (5 forms/user)
- \$20/mth. (unltd. forms)

##### Task Tracker:

- \$5/mth. w Fleet Tracking (min 5 units)
- \$10/mth. w/out Fleet Tracking (< 5 units)

#### Qualifying Questions

- How do you monitor vehicle location today? Does your company utilize a GPS solution to track your vehicles, containers or any other valuable assets?
- How many vehicles or assets do you own/operate? Are any of them GM or Ford vehicles?
- How do you measure performance and accountability of each of your drivers? How do you evaluate inefficiencies of your operations today?
- What are some of the ways you track fuel usage and costs?
- How do you ensure your drivers are compliant with the ELD mandate, are driving within allocated hours and have their vehicle inspection reports completed?
- What is your process today to ensure your vehicles are regularly maintained?
- How do you ensure your fleet represents a reputable brand image on the roads?
- What is your process for communicating with your drivers, to dispatch or to ask their status?
- In a collision situation, what is your process to verify who is at fault?
- How do you identify if any of your assets have been stolen and what are your steps for asset recovery?