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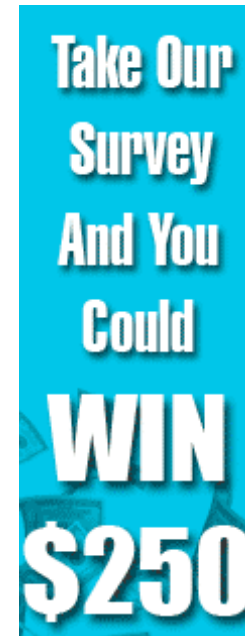
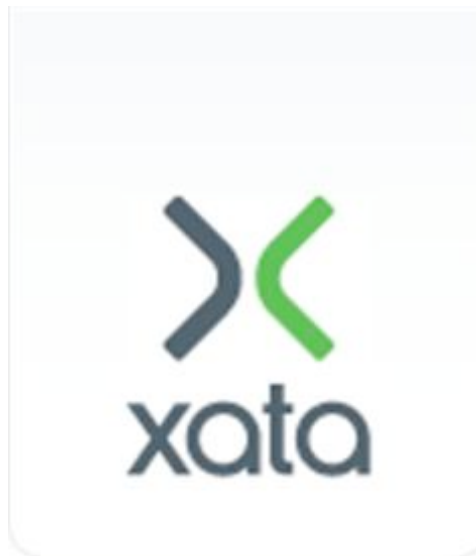
XATA to launch next generation fleet management tools in for-hire market

The Trucker News Services

10/13/2009

LAS VEGAS — XATA Corp. has announced plans to roll out the next-generation Fleet Performance Management (FPM) applications and a new onboard computer (OBC) to enable XATA's fleet optimization solutions for the for-hire trucking market.

The announcement came during the American Trucking Associations Management Conference and Exhibition here last month.





XATA is based in Minneapolis.

XATA said a trailer-tracking-and-reporting tool is scheduled for release in late 2009, followed by electronic, graphical driver logs for the for-hire market in early 2010.

To help for-hire companies make smart and informed decisions on using their fleet assets, XATA is rolling out a series of leading application enhancements over the next year, according to Jay Coughlan, president and CEO.

A trailer-tracking-and-reporting tool is scheduled for release in late 2009, followed by electronic, graphical driver logs for the for-hire market in early 2010.

Later in 2010, XATA plans to deliver a complete reporting and analytics package as part of its innovative FPM for-hire solution.

"With these valuable applications in place, for-hire customers will have access to powerful fleet- and business-insight capabilities, based on the proven applications available in XATANET, which is designed for private fleets," Coughlan said.

XATA's new, non-proprietary onboard computer, supplied by global mobile-communications leader, Digi International, will enable XATA to provide a compact, ruggedized unit that will deliver the communications and navigation technology currently available on XATA's MobileMax platform.

It will also offer a significant boost in processing power and an enhanced array of communications specifically designed to meet the needs of the for-hire market. This new platform, which works with XATA's existing family of in-cab color displays, will offer electronic driver logs—backed by XATA's 20 years leading the industry with electronic logs—trailer tracking, configurable dashboards and fleet analytics, among other fleet optimization tools, Coughlan said, noting that the release fulfills XATA's strategy to provide the transportation market with hardware options that provide its customers with the flexibility to choose the best platform for their fleet operations environment.

"Rising costs and an ever-tightening compliance environment are forcing both for-hire and private fleets to further optimize their operations," Coughlan said. "Today, it's all about giving managers and business leaders a timely, accurate read—from dispatch and vehicles to drivers and compliance—on how their fleet operations are providing them with a competitive advantage. Over the next year, our FPM solutions and next-generation technology will help for-hire companies do a better job of managing fleet and driver performance against their corporate strategic goals."

Coughlan said some high-level features and benefits of the new OBC



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- Yes
- No

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include:

- Supports ZigBee and WiFi wireless connectivity with low-power sensor networks within and around vehicles to monitor such items as tires, reefer units, door latches, temperature sensors, cargo sensors and RFID readers.
- Supports both satellite and GPRS & CDMA cellular for instant, always-on multimode communications.
- Supports CAN J1939 and J1708 vehicle bus-interfaces.
- Ability to withstand the shock and vibrations found on heavy duty trucks with SAE1455 certifications.

“With this new onboard computer, we have the ability to take the for-hire market well beyond what is available from competitors,” Tom Flies, senior vice president of product management, said. “By tapping the expertise gained from nearly two decades of helping the country’s largest private fleets reduce costs, increase safety and enhance customer service, we have the talent and track record to deliver leading-edge fleet management tools to serve the for-hire market.”

For more information, visit www.xata.com or call (800) 745-9282.

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