

Industry Technology

● **TECHNOLOGY CARRIES THE BIGGEST** potential to increase business productivity during a recession. This is one area of business where operators can make gains in efficiency to offset losses in revenue. Livery software, websites, PDAs, GPS tracking, safety cameras, and call center services have become invaluable tools to staying on top of all aspects of a business in real time at minimal cost. The Fact Book survey finds increasing use and acceptance of technology among operators each year. And as gadgets and software become more sophisticated, so does customer service and operator quality. Ease of useful technology can lead to ease of mind — an invaluable time-saver that allows operators to focus on other demands of business.



INFO SLIVER

Average number of reservations made over the Internet

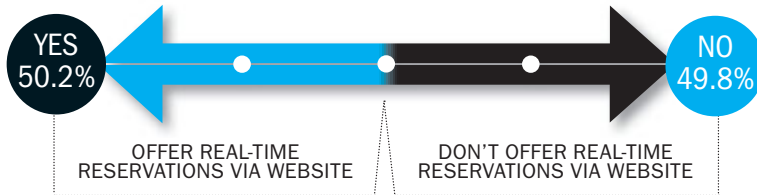
19%

Median number of reservations made over the Internet

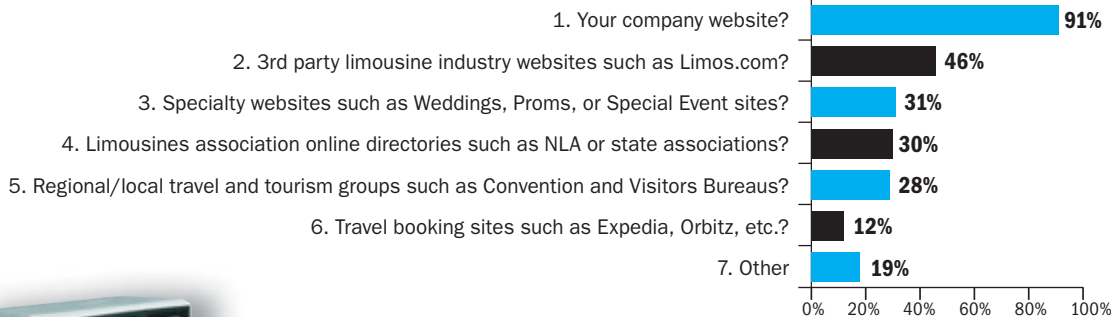
10%

Online Reservations

50% of operators offer customers real-time reservations via their websites.

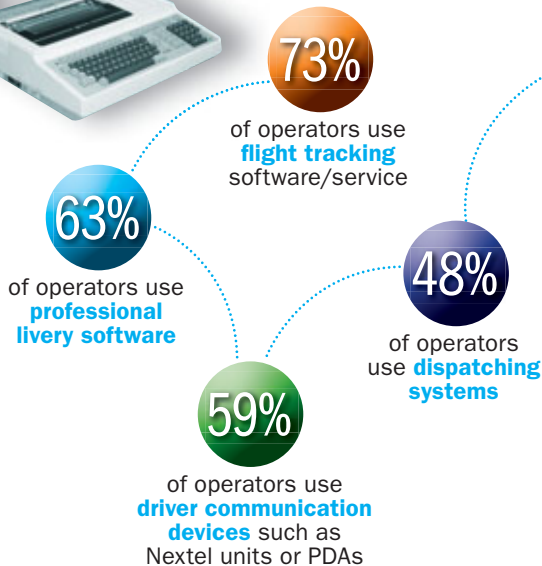


Internet Reservation Sources



91% of operators receive Internet reservations directly from their company website.

Advanced Gadgets



Use of Technology Products Based on Fleet Size

Products or Services	Number of Fleet Vehicles			
	1-10	11-30	31-50	51+
GPS tracking	39%	50%	56%	58%
Onboard navigation	47%	47%	44%	54%
Dispatching systems	25%	63%	70%	100%
Flight tracking	61%	83%	88%	96%
DriveCam/onboard video	4%	15%	31%	75%
Driver communication devices such as Nextel units or PDAs	46%	5%	81%	92%
Professional livery software	44%	83%	81%	92%