

AIRMAX REMOTE ARTICLE – FEB 2006
THE NEXT GENERATION

Remote - the Next Generation



Airmax Group up their game by launching 'Remote' the next generation of vehicle telematics.

Remote Vehicle Diagnostics (RVD) has now emerged as the next step in the telematics progression of the automotive industry, with the promise of reduced outlay on vehicle warranty, product development and product life cycle management as a compelling value proposition.

Further benefits of RVD technology will be manifested in the creation of competitive advantage through superior product differentiation and the ability to provide improved after-sales service and support to customers.

RVD will present vehicle manufacturers with the opportunity to retain control of the distribution and after-sales value chain, thus developing closer relationships with their customer base. Automotive manufacturers' retention of control over their after-sales service value chain is of strategic importance in view of the implementation of the new competition laws in Europe.

Apart from the benefits of RVD for vehicle manufacturers, the technology holds tremendous potential for cost-savings and process improvements for fleet managers, vehicle funders, insurers and owners of passenger vehicle.

Cost-savings of just one per cent can significantly boost operator's bottom line and protection of residual values and mileage add further financial reward. Operators will be able to reap the benefits from minimisation of vehicle breakdowns and heightened efficiency of maintenance activities.

RVD will also enable driver style analysis to be de-coded with the added functions of GPS and 'direct to dash' data and this can be map layered to road speed data. With GSM/GPRS live data can be transmitted to an internet hosted system to record how, when and where the vehicle is being driven. Fuel consumption data is also collected and this becomes a new and powerful tool for analysing fuel costs by driver and vehicle type.

Emissions are also calculated from the vehicles EOBD port and this can be recorded as CO2 measurements so that polluters can see the environment impact of their vehicles. With the advent of the Kyoto agreement the transport sector is beginning to respond to their environmental impact duty of care and many are embracing techniques of carbon balancing or carbon sequestration.

Airmax Group are to launch their next generation RVD product with high hopes on opening new markets that have been inaccessible with traditional tracking (AVL) systems.

