

News

Transport



Telefónica Vivo partners with Sascar for fleet management in Brazil

Companies will exploit synergies to offer products that generate cost savings and improve efficiencies to a target market of five million light vehicles

São Paulo, 15th April 2013 – Telefónica Digital today announces that it has chosen Sascar, a leader in vehicle monitoring and management of transport operations in the Brazilian market, as its partner to develop fleet management solutions for light vehicles in Brazil. The partnership has been approved by CADE (Conselho Administrativo de Defesa Econômica), that regulates competition in Brazil.

Targeting a potential market of five million light vehicles, the companies will develop digital solutions that enable customers to manage their vehicle fleets, generating impressive cost savings and also improvements in productivity, security and sustainability.

The main targets of the partnership will be fleets of sales teams, technical engineers, service providers of utilities companies, such as light, water and telecommunications, and delivery fleets, amongst others.

Both companies will offer the solutions under the Vivo brand. The partnership combines Sascar's technology, national coverage and expertise in fleet management with Vivo's commercial strength, along with a business customer base of more than 300.000 companies.

“With this partnership, Telefónica Vivo demonstrates its ability to answer customer needs in the growing M2M market. We are sure that, with Sascar, we will offer the best fleet management service for light vehicles”, says Roberto Della Piazza, executive director of digital services at Telefónica Vivo. Piazza adds that there are similar partnerships in other countries, as part of Telefónica's global M2M strategy. This initiative joins several others to give Vivo a leading position in the Brazilian M2M market.

“We are very excited with this partnership, the first in Brazilian market. Besides the market opportunity we have, we are proud to be chosen by Vivo after a long contest with other players. We believe this is a recognition of the heavy investments, of more than R\$ 20 million, we recently made in technology and innovation. This shows we are on the right path,” says Marcio Tabatchnik Trigueiro, Sascar's president.