



Active Traffic Management

MEET THEIR FLEET:

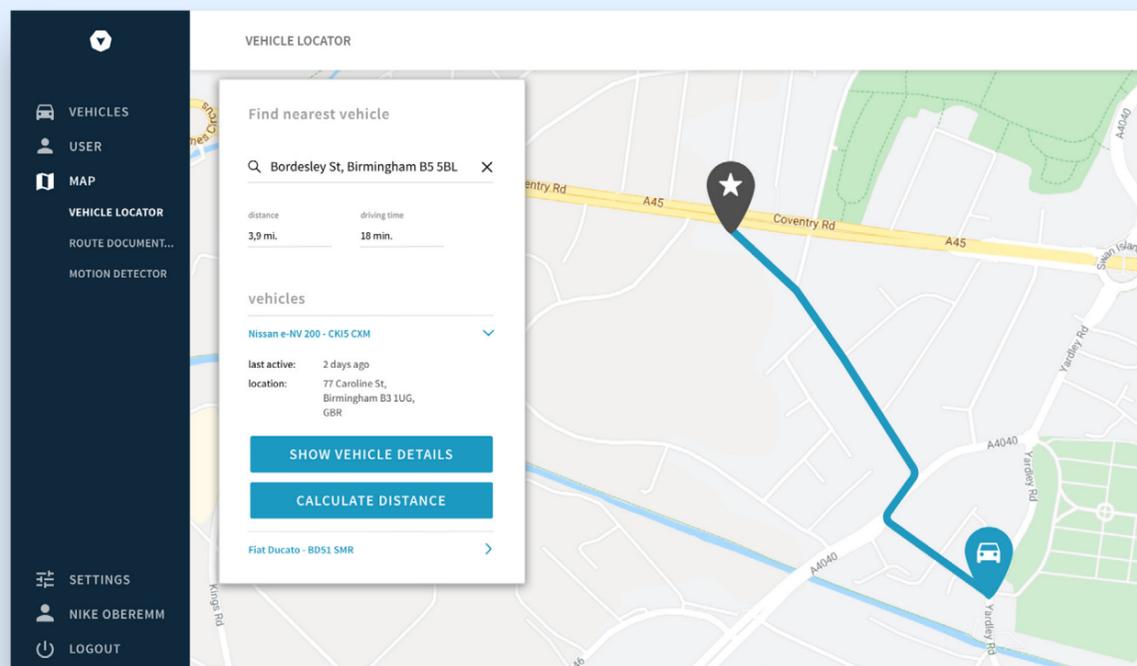
Fleet size
17-25 vehicles

Fleet type
**Mixture of cars,
vans and lorries**

Interview with fleet representative
**Phillip Thompson,
Company Director**

Active Traffic Management (ATM) has been managing traffic and legislation for over 20 years. Their ultimate goal is to minimise traffic and keep our roads safe.

ATM is frequently called out to manage emergency traffic situations. It is essential for ATM to have a reliable fleet to reach those call-outs quickly and trouble-free.



Vimcar solutions to real problems

Finding the nearest vehicle

“We have many emergency call outs. Fleet Geo has helped us find the nearest vehicles and plot the most optimal routes – which allows us to get straight there!”

How can Live Tracking help your business?

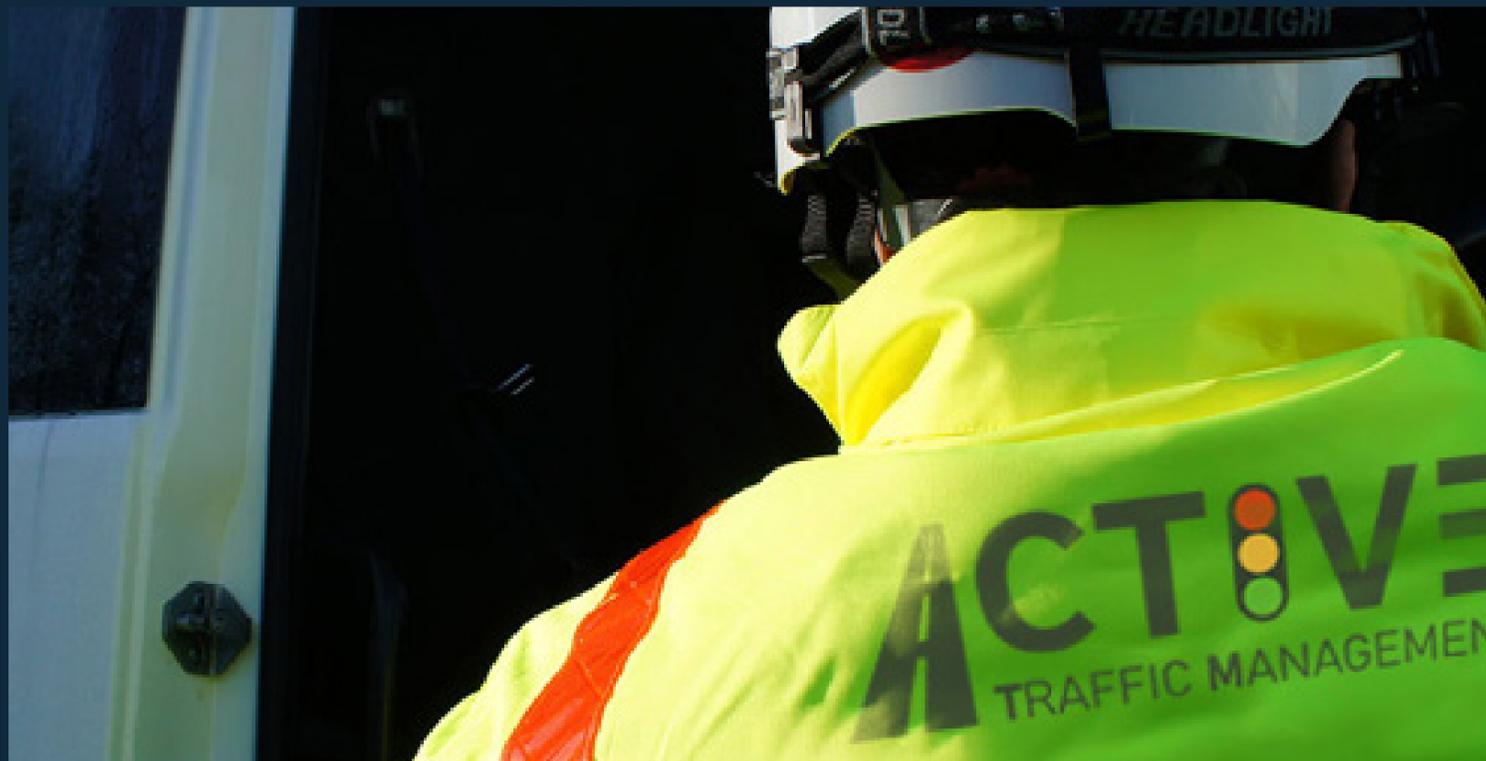
[Find out more →](#)

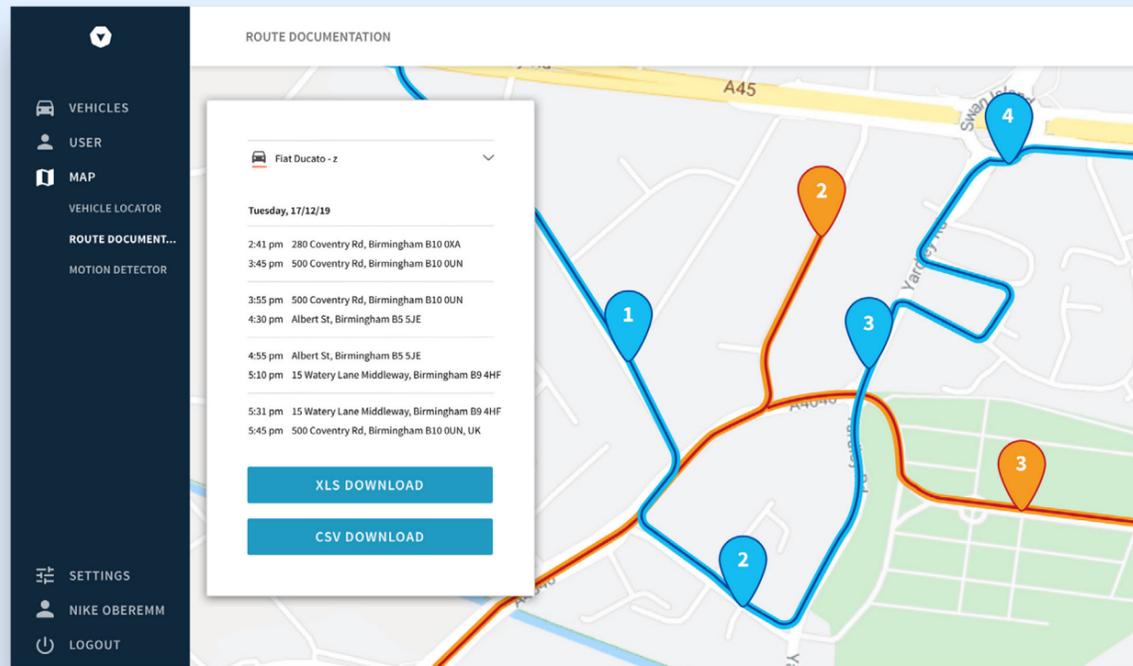
It is important for all businesses to reach customers quickly. For Phillip, when there is an emergency traffic situation, it is absolutely vital.

With Fleet Geo’s Live Tracking, whenever there is a call out, he simply puts the address into our software and he can identify and contact which of his **vehicles is closest**. It’s that easy.



**“What would you say to potential Vimcar customers?
Just do it!”**





Vimcar solutions to real problems Reducing fuel costs

“I have managed to keep track of fuel and where it’s being spent. I have generally been able to manage my fleet better, with all-round ease.”

How can Route History help your business?

[Find out more →](#)

Like all employers, Phillip is always looking to cut unnecessary costs, and fuel is generally one of the highest costs when running a fleet. That’s why making sure vehicles take efficient routes can often be more important than you think.

Fleet Geo’s Route History is made so you can easily search for your vehicle’s previous routes and see how they can be optimised, helping ATM **slash petrol charges.**



**“What about the level of Vimcar’s support?
It’s on point. When you need anything,
it gets done straight away.”**

**Find out how Vimcar can be
tailored to help your business as well.**

[Get free advice →](#)