Vodafone Automotive UK Announces New Security Product For The Fleet, Rental And Leasing Sectors

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Vodafone Automotive UK has introduced a new tracking-on-demand product for fleet and rental operators: Vodafone Vehicle Defence.

Vodafone Vehicle Defence is a compact, lightweight, fully enclosed tracking device which is easy to covertly install during a pre-delivery inspection at the dealer or by the fleet operator themselves.

It has also been developed with rental fleets, manufacturer and dealer demo fleets in mind as the device can be easily transferred between vehicles in just a few minutes.

With the device fitted, the vehicle's location is reported to Vodafone Automotive every day via GPS and GSM technology and can be enabled to constantly transmit the vehicle's location to the Vodafone Automotive Secure Operating Centre. Assets can be tracked cross border in 44 countries, with operatives liaising directly with local police forces in local language to track and recover the vehicle if stolen.

Vodafone Vehicle Defence is the only cost-effective, compact on-demand tracking device to use both GPS and GSM technology to connect to an established, proven network to provide on-demand stolen vehicle tracking.

Vehicle theft in the UK is a continuing problem; almost 70,000 vehicles were stolen in the UK last year. Recovery rates of stolen vehicles remain low, especially for rented and leased assets. Just 1% of all stolen vehicles had a tracking system fitted despite the potential disruption and financial damage faced by a business when an asset is stolen.

Available now, Vodafone Vehicle Defence comes with the option of a one or two year subscription and can be ordered by contacting Vodafone Automotive. For more details, visithttp://www.vodafonevehicledefence.co.uk/

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About Vodafone Automotive UK Ltd

Vodafone Automotive is the new name for Cobra following Vodafone's acquisition of the Cobra Group in August 2014. It combines Cobra's 40 year heritage in vehicle security and telematics, with Vodafone's reputation as a world leading telecoms brand.

Vodafone Automotive has created a leading provider of connected car products and services - which include InCar Telematics, Stolen Vehicle Tracking and Usage Based Insurance solutions - for fleets, vehicle manufacturers, logistics providers and insurance companies.

Our pan European OEM customers for stolen vehicle tracking and location based services include Aston Martin, Audi, Bentley, Ferrari, Infiniti, Lamborghini, Maserati, McLaren, Mercedes-Benz Trucks, Mitsubishi, Nissan, Porsche, Renault, Rolls-Royce, Tesla, Volkswagen passenger cars and Volkswagen Commercial Vehicles.

Vodafone Automotive UK Ltd also offers a range of other tried and tested products which include parking sensors, alarms and immobilisers, bluetooth hands free solutions, rear view reversing cameras and monitors, cruise control and speed limiters.

The UK is just one of 10 Vodafone Automotive businesses around the globe including Italy, Germany, Brazil, China, France, Japan, South Korea, Spain and Switzerland that collectively employ approximately 880 employees.

Vodafone Automotive is part of Vodafone's Machine-to-Machine (M2M) business unit which connects devices such as cars to the internet. This enables cars to exchange real time status information to create new insights, applications and solutions to transform the way we live and work.

Visit http://automotive.vodafone.co.uk/ for more information.

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