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# COMPLIANCE. CONTROL. RESULTS.

XATA TURNPIKE PUTS THE FUTURE OF  
TRUCKING IN THE PALM OF YOUR HANDS.

XATA X

Welcome to Xata Turnpike,  
the fleet management and  
optimization technology that  
delivers 360-degree, real-time  
information at a truly  
affordable price.

The background is a solid green color. Overlaid on this background is a complex, abstract pattern of white lines. These lines form various geometric shapes, including circles, squares, rectangles, and irregular polygons, some of which are nested or overlapping. The overall effect is a modern, technical, and somewhat chaotic visual texture.

# *Simple to install, easy to use.*

Repeatedly cited by the FMCSA as the most cost-effective compliance device for electronic driver logs, Xata Turnpike puts smart trucking technology within every driver's reach. With no upfront hardware costs, no drilling for installation, virtually no downtime for implementation and only a single low subscription price per vehicle each month, Xata Turnpike makes road science easy, affordable and effective.



**IN-CAB  
DEVICE**



**BLUETOOTH  
DATA  
TRANSFER**



**CUSTOMER**



**CELLULAR  
DATA  
TRANSFER**



**HOSTED  
WEB-BASED  
SYSTEM**

*As the first company to introduce electronic driver logs, Xata has been leading the way in HOS compliance for more than two decades. We've helped hundreds of fleets of all sizes and in all industries. To learn more about how we can help you, visit [www.xata.com](http://www.xata.com).*

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#### **ADDRESS CSA RISK HEAD ON**

Fact: More than 4,000 fleets with 10 or more vehicles have unsatisfactory CSA safety ratings.

Are you worried you might be one of them?

Stop worrying. Xata Turnpike helps keep you compliant and provides peace of mind.

#### **HOS Made Simple**

Driver logs have been required for 70 years. Yet HOS violations still account for countless accidents and 45% of all driver/fleet citations. Xata Turnpike electronic driver logs are proven to help fleets comply with CSA to:

- Help shrink your number of HOS violations
- Lower "Fatigued Driving" scores
- Improve productivity—drivers save 15 to 30 minutes a day
- Cut overhead—no paper to copy, sort, file or store
- Reduce DOT audit complexity

#### **Today and tomorrow**

With the industry facing such regulatory changes as 395.16, new distracted driving laws, a possible EOBR mandate and Hours of Service revisions, you need someone on your side who knows trucking compliance and can help keep your operations out of harm's way.



#### **XATA TURNPIKE ROUTETRACKER™ PUT COMPLIANCE IN THE PALM OF YOUR HAND**

RouteTracker is Xata Turnpike's electronic onboard recorder (EOBR). It's affordable and installs in just 10 minutes.

#### **Increase safety and compliance**

- Electronic driver logs
- Alerts
- IFTA and state mileage
- Actual miles driven
- Electronic DVIR

#### **Optimize performance**

- Driver & vehicle performance reporting
- Asset tracking
- Driver scorecards
- Diagnostic warnings
- Online mapping

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## REAP THE BENEFITS

Xata Turnpike helps you:

### STRENGTHEN SAFETY AND COMPLIANCE

- Reduce HOS violations and near misses
- Reduce hard-braking
- Reduce rapid speed-changes
- Reduce skipped DVIR inspections

### ENHANCE OPERATIONS

- Cut idle time
- Improve MPG
- Reduce speeding
- Optimize driving techniques, including shifting, braking and cruise control
- Configure speed bands

## SERVICES THAT DELIVER

With our 25 years of industry experience, we've developed an implementation process drives results in four areas:

### Installation

Installation is a breeze. In no time your Xata Turnpike RouteTracker is up and running.

### Implementation

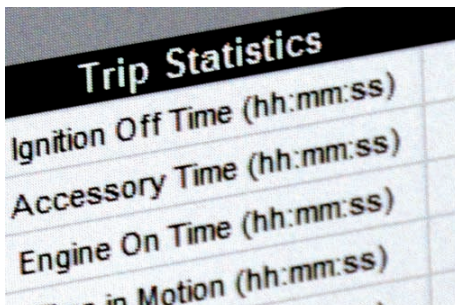
Our six-phase approach ensures real results, and it includes such important steps as project planning, data integration, training and planning for your long-term success with Xata Turnpike.

### Training

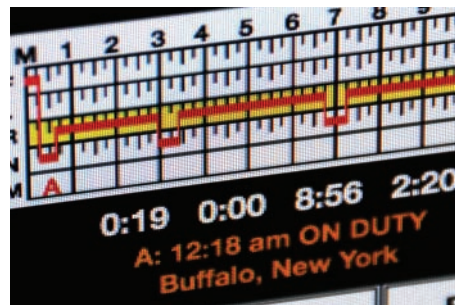
Drivers, dispatchers, fleet managers, corporate executives. We train them all. Online 24 x 7 x 365.

### Consulting

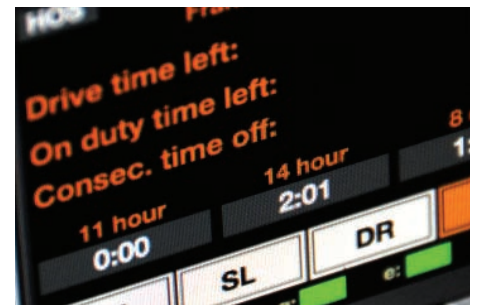
Need ongoing support? An extra set of hands? Our consultants have an average of 15 years of industry experience and can help you with everything from reports to best practices.



Use our numbers to reduce your costs



Stay compliant with FMCSA and DOT requirements



Reduce HOS violations and speed up DOT audits

*“Simply installing an onboard computer doesn’t guarantee ROI.”*

*- Words of wisdom from a long-time Xata customer*

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## **DELIVERING RESULTS**

Xata Turnpike delivers proven results while decreasing complexity. Don’t just take our word for it, see what our customers are raving about.

### **Xata Turnpike increases safety and compliance for CSA and beyond**

“Running a safe and efficient fleet allows us to make good on our company promise to deliver fresh product to our customers every day.”

- Chuck Fuller, Transportation Manager,  
Umpqua Dairy

### **Xata Turnpike reduces costs**

“We cut idle time from 43 to 18 percent in just one year. This helped us increase gas mileage, from 3.1 to 5.85 miles per gallon.”

- Dan Zacheis, Transportation Director,  
Bob Evans Farms

### **Xata Turnpike improves customer satisfaction**

“When a customer calls wondering when their delivery is arriving, we can quickly find the truck and driver right then and give the customer delivery-time estimates immediately, which makes them happy.”

- Craig Hiscox, office manager,  
Desert Refined Products Transport

### **The bottom line? Real ROI. Real fast**

Xata Turnpike users typically see full ROI in as little as 30 days. These savings are made possible thanks to low monthly subscription fees, no up-front hardware costs and business altering data that increases fleet efficiency.

## **THE ROAD TO FLEET MANAGEMENT IS PAVED WITH DATA**

There is an emerging science called road science. The science of data the Xata way, road science makes it easy for you to collect, see, sort and share a wide variety of driver and vehicle data:

### **Improving performance the data way**

Xata Turnpike can help improve every aspect of your performance. Take a look at these examples:

- Up to \$350—the average amount Xata saves per vehicle each month
- 145,600,000—hours electronically logged by Xata last year
- 24/7—anywhere, anytime access to both driver and vehicle performance data
- 100%—compliant with all existing and pending legislation
- 360—degrees of view of your operations
- 25—years as an industry leader
- 1—low monthly bill
- 0—IT headaches because you didn’t have to buy an IT infrastructure

# *Real companies, real results.*

Husted Trucking

Husted Trucking is a regional milk hauler that has been in business for 56 years servicing the Upstate New York area.

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50%

HARD BRAKING, CUT IN HALF ON AVERAGE

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10%

IDLE TIME, DRASTIC REDUCTION IN FIRST THREE MONTHS

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4.5%

SPEEDING, SAVING FUEL AND MONEY



#### FLEET MANAGEMENT MADE SIMPLE

*“Turnpike’s main advantage remains simplicity for the customer. Its hardware requires very little training and customers can install it easily and quickly...in about 15 minutes.”*

- FROST AND SULLIVAN

#### FLEET MANAGEMENT MADE AFFORDABLE

*“The most cost-effective compliance device for electronic driver logs.”*

- FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION

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#### ABOUT XATA

The leader in fleet management, Xata provides intuitive, automated fleet management software solutions to the trucking industry. With real-time information about every aspect of vehicle and driver performance, Xata makes it easy for fleet managers, dispatchers and drivers to collect, sort, view and analyze data to reduce costs, increase safety and compliance, and improve customer satisfaction.

Our flagship solutions include XataNet and Xata Turnpike, a low-cost, easy-to-install solution that runs on drivers' existing cell phones, smartphones and tablet computers.

**WE TAKE CARE OF THE NUMBERS.  
OUR CUSTOMERS TAKE CARE OF BUSINESS.**

**965 PRAIRIE CENTER DRIVE  
EDEN PRAIRIE, MN 55344**

**1-800-745-XATA  
WWW.XATA.COM**