

IMMEDIATE: MEDIA RELEASE***KEEPING THE WHEELS OF THE FUNERAL INDUSTRY TURNING***

Johannesburg, 07 October 2019: The funeral industry has evolved rapidly over the last few years, with many businesses expanding their services and offerings. With this evolution, there is also a need for more efficient use and maintenance of the vehicles within the industry itself as well as individual enterprises.

Cartrack, a leader in vehicle telematics and mobility solutions in South Africa, offers the industry access to its leading telematics solution that enables leaner fleet management to further fuel its growth. Cartrack is also a proud sponsor of On Track - the biggest multi-brand track day experience tailored exclusively for the SA funeral industry. The event will take place at Kyalami Race Track on 8 October 2019.

With over 1 million subscribers worldwide, a presence in 23 countries across the globe and a myriad of products and services, Cartrack is able to provide the industry with the tools necessary to ensure they, and their vehicles, are well positioned to provide a professional and dignified service to their customers.

“On Track is an important platform for the funeral industry and its related services, and is a great opportunity for all those involved to come and explore new trends, ideas and innovations,” says Cartrack’s Chief Sales and Marketing Officer, Juan Marais.

“At the event, we will be showcasing our Fleet Management system which is designed to provide data to fleet owners and managers for analysis and subsequent business improvement. The system includes the functionality to positively influence driver behaviour, obtain detailed insight into vehicle usage and save on fuel costs through better routing and driving.

“In addition to this, and designed to be used with our system or as a stand-alone option, is our powerful vehicle accounting software, Mi-Fleet. Created to support our customers in the administration part of fleet management, Mi-Fleet assists with the control and management of aspects such as cost per vehicle, from tyres to fuel, maintenance, toll fees, asset depreciation, suppliers, drivers’ licences and allocation per vehicle and so much more,” adds Marais.

Cartrack understands the importance of managing an efficient fleet, particularly in this industry where care and compassion is paramount. Our systems, services and products ensure you maintain real time contact with your fleet and benefit from the peace of mind that comes with knowing you’re in complete control of your fleet, on and off the road.

“We are looking forward to the On Track experience, and to being able to consistently provide products and services to the funeral industry as they continue to expand,” concludes Marais.

Main sponsor and industry stalwart, Ricardo Yenketsamy, CEO of SA Funeral Supplies, says On Track will be an opportunity to show off the great contribution the funeral industry makes to the South African economy.

“This event is an opportunity for our industry to network, and establish closer business relations across the country. We will also express our appreciation to all those involved in driving this vital industry,” he said.

Organiser and owner of online industry search portal funeral.co.za, Rachel Stead, says she sought out to put the industry on the map with this first-ever event, which will also include an attempt to break the world record for the world’s largest hearse parade.

“Our goal is to create awareness surrounding the vital role the funeral industry plays in the economy, and the professionalism that it operates with. We are incredibly proud of the growth over the years, and see this as an opportunity to connect the industry players with associated networks to further grow our reach,” says Stead.

It is expected to be the largest automotive event on the continent for the funeral industry and will involve a skid-pan experience, 4x4 track event, a motoring exhibition in the pits, a Grand Prix track experience and a Guinness world record attempt.

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NOTE TO THE EDITOR

ABOUT CARTRACK

Cartrack is a leading global provider of data analytics solutions for mobile asset management, asset recovery and workforce optimisation based on a proven Software-as-a-Service platform. Fleet management, Stolen Vehicle Recovery and insurance telematics services remain its core business, with a focus on technology development to enhance customer experience. The company is a service-centric organisation focusing on the in-house design, development and installation of telematics technology and data analytics.

Cartrack's technology is widely accepted by motor manufacturers and insurers. Its customer telematics web interface provides a comprehensive set of features ensuring the optimisation of both fleet and human resources. As an expansion of its integrated service offering, Cartrack also provides driver risk assessment offerings in the insurance telematics field.