



2024 Trends That Are ***Fuelling the Fleet Industry***

Petro-Canada™ is proud to serve those in the fleet industry. From on-site refuelling and DEF to hundreds of U.S. partner truck stops, we support Canadian fleets as they move across Canada and into the U.S. As a long-time provider to the fleet industry, we understand that fleet owners and operators need to keep up with the latest technology trends and innovations to drive their business forward.

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Working Together
To Keep You
Coming Back

2024 Technology Trends: Putting Productivity, Safety & Sustainability in the Driver's Seat

The fleet industry is always changing. Over the last decade, technologies like telematics, GPS tracking and connected vehicle technologies have made a positive impact on short and long-haul fleets, optimizing everyday operations, driver communication and routes. These developments have helped fleets across Canada, especially those that are cross-border, as they expand and grow their business. But to stay competitive in this industry, it's essential that fleet owners and operators continue to embrace new changes, innovations and trends. Here are some of the top trends that are driving change for the fleet industry in 2024.

2024 Technology Trends



Predictive
Vehicle
Maintenance



Advancements
in Telematics



Safer Driving
Technology
& Programs



Greater
Sustainability
Efforts

Predictive Vehicle Maintenance

Predictive vehicle maintenance is becoming a popular trend within the industry, for both long- and short-haul vehicles. Unlike preventive vehicle maintenance, where service is scheduled periodically or when an issue arises, predictive vehicle maintenance takes real-time, current vehicle data and anticipates service needs before any potential issues arise.¹ Through the use of sensors and signals, machine learning and computerized maintenance management systems, predictive vehicle maintenance will proactively notify drivers and fleet owners of any potential concerns with vehicle components and services needed. It provides you with an accurate picture of your vehicle's health and takes the guesswork out of repairs.² On average, predictive maintenance increases productivity by 25%, reduces breakdowns by 70% and lowers maintenance costs by 25%.³ By utilizing predictive maintenance, fleet owners can save on maintenance costs, reduce the risk of major repairs and downtime and save time with routine tasks and vehicle inspections.

Advancements in Telematics

Telematics has become widespread within the industry, making it an integral part of many fleet operations. However, this technology is becoming more sophisticated, giving fleet owners in-depth insights on their fleet's activity. More than GPS tracking, telematics can now analyze a driver's behaviour (speeding, idling, etc.), as well as a vehicle's condition and location.⁴ Having this data allows fleet managers to speak with their drivers on better driving habits, which can have a positive impact on fuel efficiency and the environment.

With telematics technology, you can also gain valuable information about road and traffic conditions, which can help optimize routes, saving on fuel consumption and costs. Plus, it can be integrated with a variety of fleet management systems, for added convenience.

Safer Driving Technologies & Programs

Safety has always been a top priority for fleet managers. We're in luck, as technology is advancing even more, helping the fleet industry extend beyond vehicle health to the driver's health and well-being. From video telematics software that monitors driver fatigue and distracted driving to AI technologies that notify drivers of traffic patterns and weather conditions, safety is at the forefront this year.⁵ These technologies are geared toward improving safety, allowing drivers to make better decisions on the road and reducing the risk of accidents. Fleet organizations are also initiating safety reward programs along with video telematics, where drivers can self-report near-miss incidents, identify road hazards and get educated on safer driver practices.⁶ According to a study conducted by Expert Market, 42% reported considerably fewer safety incidents since using fleet tracking software to monitor driver behaviour.⁷

Greater Sustainability Efforts

From provincial emission reduction plans to Canada's commitment to achieving net-zero emissions by 2050, sustainability continues to be a top priority.⁸ All Canadian businesses, including fleet organizations, are under pressure to reduce their carbon emissions. According to GeoTab's Greening the Fleet Survey, 92% of business leaders see long-term decarbonization as a priority,⁹ so it's imperative that fleet organizations integrate sustainable practices into their everyday operations. The biggest of these practices are EVs and alternative fuels.

Although EVs within fleets are beginning to increase, there are still a multitude of concerns regarding technological risks related to vehicle maintenance, battery life, access to charging stations in non-urban areas, power outages and more.¹⁰ If fleet owners are considering adding EVs to their fleets, they must ensure substantial planning is done and considerations are made, so businesses can prepare themselves for added costs and time related to maintenance, changes in infrastructure, etc.

Another option is alternative fuels like Petro-Canada's EcoDiesel™, which can be an easier choice for fleet owners to integrate into their operations.¹¹ Available in British Columbia and Ontario,¹² Petro-Canada EcoDiesel can reduce GHG emissions by up to 80%¹³ compared to conventional diesel, and offers high performance with a cleaner burn and smoother combustion.¹⁴

A Year of Change and Transformation

From advancements in technology and tools to integrating sustainability practices and safety programs, the fleet industry is embracing change in every aspect. We applaud fleet owners for adapting their day-to-day operations, finding efficiencies, taking care of their drivers and vehicles and doing what they can to stay competitive in this ever-changing industry.

We're proud to support the fleet industry with fuel solutions and services to help keep businesses moving forward.

[Learn more about our fuel services](#) for the fleet industry or contact your Petro-Canada sales representative to learn more about our customized fuelling solutions.



1. <https://gomotive.com/blog/predictive-maintenance-guide/>
2. <https://gomotive.com/blog/predictive-maintenance-guide/#h-benefits-of-a-predictive-maintenance-strategy>
3. https://www2.deloitte.com/content/dam/Deloitte/de/Documents/deloitte-analytics/Deloitte_Predictive-Maintenance_PositionPaper.pdf
4. <https://www.geotab.com/blog/what-is-telematics/>
5. <https://ohsonline.com/Articles/2023/06/21/How-AI-IoT-and-The-Cloud-are-Keeping-Fleet-Vehicle-Drivers-Safer-Today.aspx?Page=1>
6. <https://www.automotive-fleet.com/10203951/safety-trust-and-the-benefits-of-organizational-efficiency>
7. <https://www.expertmarket.com/fleet-management/fleet-management-statistics>
8. <https://www.canada.ca/en/services/environment/weather/climatechange/climate-plan/net-zero-emissions-2050.html>
9. [https://www.geotab.com/CMS-GeneralFiles-production/NA/ebooks/Geotab_Greening-the-Fleet-Survey_EN_AODA.pdf%20\[PUBLIC\].pdf](https://www.geotab.com/CMS-GeneralFiles-production/NA/ebooks/Geotab_Greening-the-Fleet-Survey_EN_AODA.pdf%20[PUBLIC].pdf)
10. <https://electricautonomy.ca/2023/10/18/dos-and-donts-of-fleet-electrification-industry-experts/>
11. Petro-Canada EcoDiesel may contain up to 1% of conventional diesel.
12. Currently available in the greater Vancouver area, interior British Columbia, Ottawa and the greater Toronto area. Contact your sales representative prior to use to discuss best use and maintenance practices in your area.
13. Lifecycle greenhouse gas emission reductions are compared to fossil diesel with the BC LCFS default value for carbon intensity. The carbon intensity for the Petro-Canada EcoDiesel is based on a fluctuating feedstock blend of renewable materials and calculated with GHGenius. Please consult your sales representative to review the needs of your organization and discuss GHG emissions reduction implications.
14. Conventional diesel typically has a minimum cetane of 40, whereas Petro-Canada EcoDiesel has a minimum cetane of 70.