

Spireon Grows Fleet, Asset Tracking Businesses

March 21, 2019 • by Staff Writer [f](#) [t](#) [in](#) [m](#)



Spireon's non-powered asset business is growing faster than its fleet tracking business aimed at small- and medium-sized businesses.

Photo courtesy of Spireon.

Spireon increased sales of its FleetLocate commercial vehicle tracking solution in 2018, and saw even stronger growth from its asset and trailer intelligence business, the telematics provider announced.

The Irvine, Calif.-based Spireon also saw strong growth in its core business of providing hardware and software to franchised dealers.

[Spireon](#) grew its FleetLocate commercial fleet tracking service that's mostly used by small- and medium-sized businesses by 13% in 2018, and increased its non-powered asset tracking business by 27% over 2017 with more than 250,000 units shipped. Revenue from this segment increased 28%.

FleetLocate subscriptions from direct sales grew 13%, while subscriptions through Spireon's Sprint partnership increased more than 50%.

Spireon, which has traditionally been known for its GPS tracking solutions and payment protection systems for the subprime automotive finance industry, changed hands in October, when New York-based [Greenbriar Equity Group acquired the company](#) from Bertram Capital. The year brought several other updates for Spireon.

In June, the company partnered with Ford Commercial Solutions to integrate Ford telematics data into FleetLocate.

Spireon's enhanced NSpire telematics platform used high-frequency telemetry to process more than 1 billion data events per month.

Spireon also improved its Kahu connected car solution and launched its GoldStar Connect consumer app for Buy Here Pay Here dealers and auto lenders. The GoldStar product also added Quick Locate instant vehicle location and a nationwide impound lot database.

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