



**FOLLOW ME
MARKETING RELEASE
V1.0 – .08.11.2024**





Dear Autotrak Customers

Autotrak is dedicated to enhancing our web software experience for our customers. One of the new features we are working on is the ability for customers to be able to follow their vehicles live. This will make it easier for customers to be able to track their vehicles as they move. The Follow Me feature plays a crucial role for several reasons:

Benefits of the Follow Me Feature:

Enhanced Safety: Drivers can monitor their vehicles in real-time, ensuring they're aware of their location and status. In case of emergencies, this feature allows for quick response and assistance.

Improved Accountability: Real-time tracking promotes responsible driving behavior, as drivers know their movements are being monitored. This can lead to safer driving practices.

Route Optimisation: Drivers can adjust their routes on-the-fly based on traffic conditions, road closures, or other obstacles, improving efficiency and saving time.

Increased Security: In the event of theft or unauthorized use, real-time tracking can help locate and recover the vehicle quickly, providing owners with peace of mind.

Enhanced Communication: Drivers can keep family members or fleet managers informed of their location, which can be particularly useful for coordinating pick-ups or deliveries.

Data Insights: Tracking data can provide valuable insights into driving habits, fuel efficiency, and vehicle performance, helping drivers make informed decisions for future trips.





Stress Reduction: Knowing they can follow their vehicle's movements can alleviate anxiety for drivers, particularly in unfamiliar areas or during long journeys.

Better Time Management: Drivers can receive updates on their vehicle's location and estimated arrival times, enabling better planning for appointments or commitments.

A real-time tracking feature enhances the overall driving experience by prioritizing safety, efficiency, and peace of mind.

By implementing this feature, we aim to streamline the browsing process and provide a more user-friendly experience for our customers.

There is no obligation for customers to use Autotrak's Follow Me feature, this feature is purely to simplify live vehicle tracking.

1) How to configure the Follow Me feature:

Customers need to complete the following steps to configure the Follow Me feature:

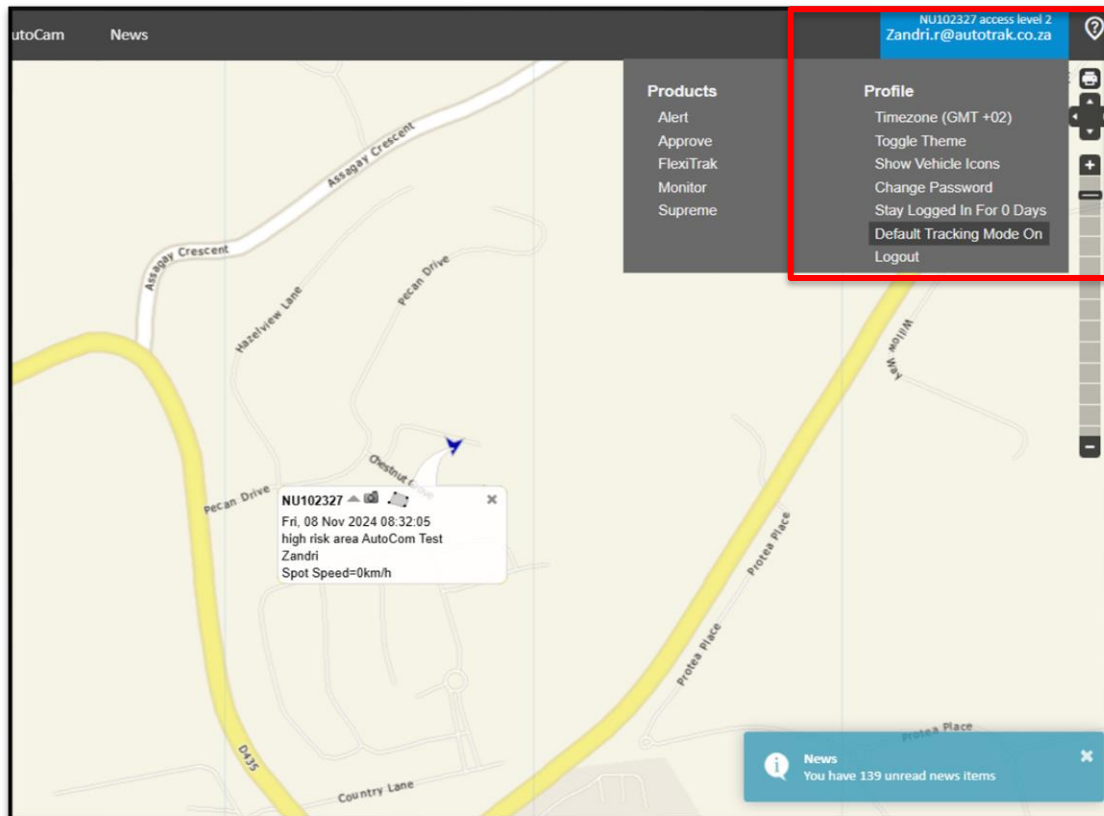
1.1 Customers will need to go the menu bar and select Default Tracking Mode ON if they want to utilize the feature and Default Tracking Mode OFF if they wish not to utilize the feature. Should you wish not to utilize the feature the map will track as per usual.

2) Examples configuring the Pictogram feature on Autotrak's web software:

Step 1:

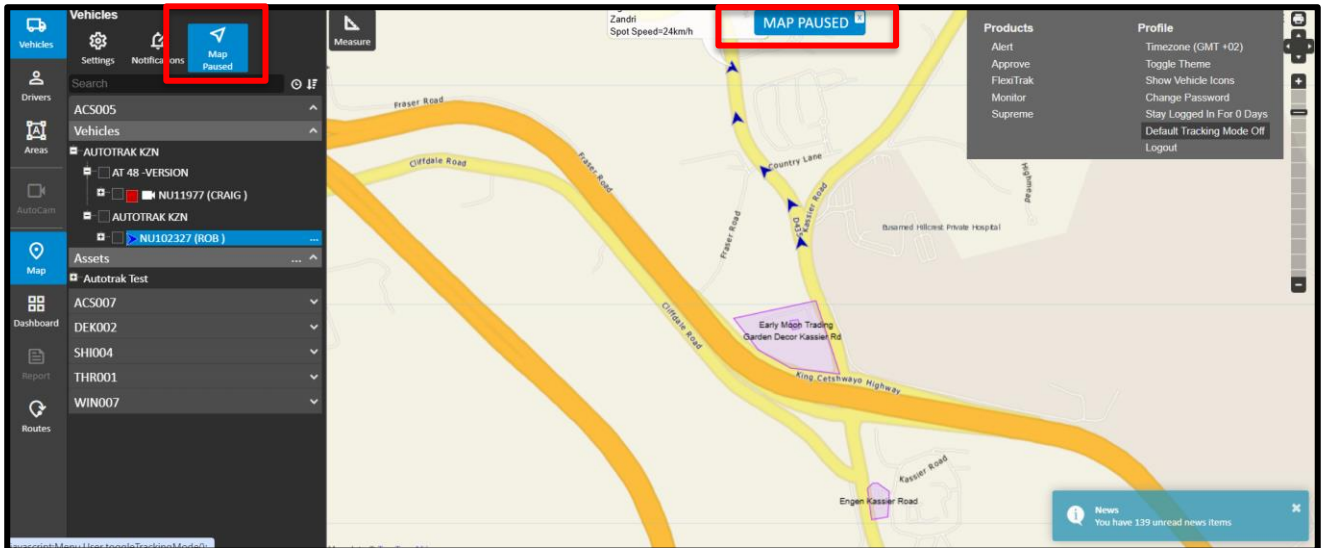
To set up the Follow Me feature, one needs to go to "Profile" and then select Default Tracking Mode ON. The Follow Me feature will then be activated.





Please note:

If you wish to zoom in on the map, it will pause temporarily, allowing you to adjust the view as needed. During this time, a "Map Paused" indicator will be displayed, and the map will show a delayed time. Additionally, if you click on the map, it will automatically pause to enable actions such as adding a waypoint or zooming in. To resume real-time tracking, simply select the "Map Paused" indicator, and the "Follow Me" feature will re-engage, displaying live tracking of your vehicle.



You will only have to select Default Tracking Mode ON once, and the Follow Me feature will automatically be activated every time you are on the web software.

For any further inquiries please contact Autotrak's 24-hour Customer Response Centre.

Tel: 08600 25378

E-mail: info@autotrak.co.za

Yours Sincerely, The Autotrak Marketing Team

Email: marketing@autotrak.co.za, marketing@autotrakinternational.com

