



## AZUGA FLEET CUSTOMER SUCCESS STORY

### Marlboro Towing

Marlboro Towing is local to Northeast Ohio with an extended service areas that covers all 50 states. With a well-equipped fleet and trained staff, they work with major auto clubs, insurance companies, and local emergency services, and tow for many local auto repair shops.

**azuga**  
a Bridgestone Company

**towbook**

**Marlboro**  
TOWING

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Since implementing Azuga's vehicle tracking solution and Safety Cameras we have seen an improvement in operational efficiency. The intuitive reports and dashboards give us enhanced visibility into the utilization of our trucks and the behavior of our drivers.

**Mike Chilson - General Manager**

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#### CHALLENGES

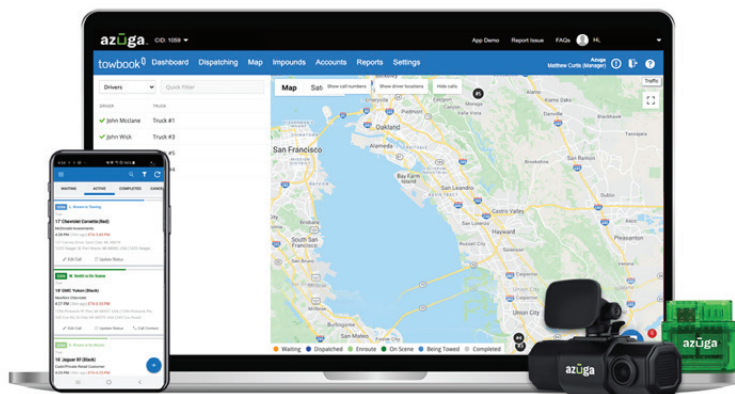
- Looking for vehicle-based GPS tracking to improve visibility in Towbook.
- Increasing issues with driving behavior, including accidents and speeding tickets.
- Bad experiences with vendors in the past.

#### SOLUTIONS

- **Real-time GPS location** integration with Towbook improves dispatching efficiency.
- **Geo-fencing** capabilities offer critical alerts when a truck enters, leaves, or stays within a certain area.
- **Engine diagnostics** and fault-code alerts offer a digital record of maintenance and inspection information that doesn't have to be updated manually.

#### RESULTS

- **Better Visibility within Towbook**  
Integrated GPS vehicle location data provides accurate, up-to-date information that improves dispatch efficiency.
- **Improved Control**  
Real-time alerts based on PTO reporting, as well as vehicle utilization reports let the team keep track of everything they need.
- **Improved Safety**  
A reduction in poor-driving habits has helped save money and liability by keeping trucks and drivers on the road.



“Azuga's integration with Towbook was key to our decision to switch GPS solutions. Additionally, Azuga is easy to do business with, implementing the solution was simple and straightforward. They have been extremely responsive when we have questions or need support. I would recommend Azuga to anyone in the towing industry.”



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