

Fleetworthy Customer Ecosystem: A Comprehensive Overview

I. Executive Summary: A Broad and Deep Customer Base

Fleetworthy, through its strategic acquisitions of market leaders like Bestpass, Drivewyze, and Haul, has inherited and cultivated a substantial and diverse customer base across North America. This report details the types of customers served by Fleetworthy's integrated suite of safety, compliance, and efficiency solutions. The company's clients range from large, top-tier trucking fleets to smaller owner-operators, underscoring the scalability and broad appeal of its offerings. The success stories and market penetration figures demonstrate a strong vote of confidence from the transportation industry.

II. Customer Landscape of Fleetworthy and Its Acquired Entities

Fleetworthy's customer base is a testament to the combined strength and market reach of its constituent companies. The company states it supports "millions of vehicles and drivers" and is "trusted by 75% of the top fleets in North America".¹ This significant market penetration highlights the widespread adoption of its solutions.

A. Bestpass Customers:

Prior to its integration into Fleetworthy, Bestpass was a leading toll management and payment platform provider, supporting more than 30,000 customers and processing over \$1.5 billion in toll transactions annually.⁴ Bestpass catered to a wide range of commercial fleets, from owner-operators to large national fleets, offering various toll coverage options.⁴

B. Drivewyze Customers:

Drivewyze, known for the largest public-private weigh station bypass network in North America, served commercial fleets and drivers with its PreClear weigh station bypass service and in-cab safety alerts.⁹ Drivewyze also partnered with public agencies to improve commercial motor vehicle safety and compliance.⁹ Its services were utilized by a broad spectrum of the trucking industry, aiming to reduce operating costs and driver downtime.¹⁰

C. Haul Customers:

Haul specialized in AI-powered compliance and safety automation technology.⁵ While described as a "lean and mean software company" with 10 employees before the acquisition⁵, Haul's customer base included some of the nation's largest fleets.⁵ A key aspect of Haul's strategy, amplified by the Fleetworthy acquisition, is to bring its advanced AI tools to a broader range of customers, including smaller fleets with fewer than 10 power units.¹ Haul's platform integrates with FMCSA, ELD, and cameras to provide a unified view of fleet compliance and safety.¹

D. Fleetworthy Solutions (Pre-Bestpass Acquisition) Customers:

The original Fleetworthy Solutions, founded in 1983, provided fleet safety, compliance, and

risk management solutions.⁴ It served over 1,200 leading commercial fleets, covering more than 200,000 drivers and 250,000 assets.¹⁴ Their clients included private fleets, for-hire carriers, and third-party logistics companies of all sizes.⁴ The company boasted a 98% client retention rate at one point, indicating strong customer satisfaction.¹⁵

III. Profile of Fleetworthy Customers: Case Studies and Examples

Fleetworthy's website and press materials highlight several key customers, showcasing the tangible benefits derived from their solutions. These case studies span various segments of the trucking industry:

- **Challenger Motor Freight:** A large, long-haul transportation provider with over 1,200 trucks operating across North America.¹⁶ Challenger utilizes Bestpass toll management and Drivewyze weigh station bypass services.¹⁶
 - **Results:** Achieved a 50% reduction in time spent processing tolls, 6,851 weigh station bypasses in one month (saving 571 driver hours), and approximately \$60,000 in monthly cost savings from bypasses alone.¹⁶
- **Saia LTL Freight:** A company offering regional and interregional LTL, non-asset truckload service, and third-party logistics, operating 154 terminals and handling over 26,000 daily shipments.¹⁹ Saia implemented Bestpass for toll management.¹⁹
 - **Results:** Streamlined toll management, gained access to previously unavailable toll discounts, significantly minimized violations, and saved valuable back-office time.¹⁹ Robert Bulick, VP of Linehaul at Saia, described Fleetworthy (via Bestpass) as providing a "one-stop solution".¹⁹
- **Werner Enterprises:** A major carrier with 7,300 tractors and 24,000 trailers, offering dedicated, medium-to-long-haul, regional, and specialized transport services across North America.¹⁸ Werner implemented Bestpass's toll management services in 2011, utilizing approximately 7,500 single toll and weigh station bypass transponders.¹⁸
 - **Results:** Annual savings of up to \$200,000, including renegotiated toll discounts and resolution of transponder violation issues.¹⁸
- **Leonard's Express:** A truckload carrier that implemented Bestpass toll management services for its fleet of 180 company-owned vehicles and 60 dedicated owner-operator units.¹⁸
 - **Results:** Annual savings of over \$120,000 on toll costs, with approximately \$10,000 per month attributed to route efficiencies and discounts. They also benefited from reduced administrative costs.¹⁸
- **Cargo Transporters:** A truckload, dry van carrier operating 504 trucks across the 48 lower states.¹⁸ They utilize Drivewyze for weigh station bypass and safety alerts, and Bestpass for toll management.¹⁸
 - **Results:** Estimated \$88,000 monthly savings from Drivewyze PreClear (over

10x ROI), a reduction in bridge strikes via Drivewyze Safety+, and 25 hours saved in violation processing annually through Bestpass.¹⁸

- **Decker Truck Line Inc.:** Operates over 700 trucks and 1,400 trailers, providing refrigerated, flatbed, and dry van services across North America. They use Bestpass and Drivewyze.²⁰
 - **Results:** Achieved 7%-9% cost savings on tolls alone with Bestpass, along with improved reporting and process automation.²⁰
- **Jones Contractors:** Provides services to the pipeline industry across over 27 states. Utilized Fleetworthy's DOT Regulatory Compliance Consulting services.²¹
 - **Results:** Successfully guided through an FMCSA data review for a fatal collision, resulting in the accident being determined "Not Preventable," which positively impacted their SMS Crash Indicator.²¹
- **Crane Freight and Cartage (CFS):** Operates nearly 400 commercial vehicles across 24 U.S. locations. Uses Drivewyze PreClear and Bestpass toll management.¹⁸
 - **Results:** Monthly cost savings of over \$14,300 from weigh station bypasses and efficient toll activity monitoring with discounted rates through Bestpass.¹⁸
- **Little Rock Tours:** Specializes in sightseeing tours and cross-country charters. Implemented Bestpass to manage toll activity across numerous states.¹⁸
 - **Results:** Eliminated costly violation and late fees, gained stress-free violation processing, and saved approximately eight to ten hours of accounting time per month.¹⁸
- **SAV Express:** Operates 100 tractors and 185 trailers. Adopted Bestpass for toll management and single transponder solutions for toll and weigh station bypass.¹⁸
 - **Results:** Achieved higher toll discounts and significant administrative savings, with easily accessible data on toll usage.¹⁸
- **Dart Transit:** Operates 2,200 trucks and 7,000 trailers. Utilized Bestpass for consolidated toll management.¹⁸
 - **Results:** Streamlined toll management operations, saving time and money, and resolved outstanding toll transactions, saving thousands in unnecessary expenses.¹⁸
- **Combined Transport Inc.:** A third-generation trucking company operating across all lower 48 states and parts of Canada. Adopted Bestpass for a streamlined toll solution.²⁰
 - **Results:** Drastically reduced time spent managing transponders, processing payments, and reimbursing drivers from 20-30 hours per week to just 3-5 hours per week.²⁰

These examples illustrate that Fleetworthy's customer base includes a wide array of

fleet types and sizes, all seeking to improve efficiency, reduce costs, and enhance safety and compliance through the company's integrated solutions.

IV. Target Market Segments

Fleetworthy's solutions are designed to cater to the entire spectrum of the commercial transportation market:

- **Large National Fleets:** As evidenced by customers like Werner Enterprises, Saia LTL Freight, and Challenger Motor Freight, Fleetworthy's solutions scale to meet the complex needs of large-scale operations.¹⁸ The claim of serving 75% of the top fleets in North America underscores this focus.¹
- **Regional Fleets:** Companies with significant regional operations also benefit from the toll management, bypass, and compliance services.⁴
- **Owner-Operators and Small Fleets:** Bestpass historically offered solutions for owner-operators.⁴ Furthermore, a key strategic driver for the Haul acquisition was to make advanced AI-powered compliance and safety tools accessible to smaller fleets, including those with "less than 10 power units," through enhanced self-service features.¹ This signifies a deliberate effort to serve this historically underserved segment.
- **Private Fleets, For-Hire Carriers, and Third-Party Logistics (3PLs):** The original Fleetworthy Solutions catered to these diverse operational models⁴, and the integrated Fleetworthy entity continues to serve their varied needs.
- **Specialized Haulers:** Companies like Crane Freight and Cartage (energy, professional sports, air transportation, automotive) and Combined Transport (heavy haul, wind, specialized flatbed, glass) demonstrate the applicability of Fleetworthy's solutions to specialized freight operations.¹⁸
- **Government Agencies:** Through Drivewyze's legacy, Fleetworthy also provides "Agency Solutions," partnering with public agencies to improve commercial motor vehicle safety and compliance through smart infrastructure and connected vehicle systems.¹⁹

V. Conclusion: A Broadly Trusted Partner in the Transportation Sector

The customer portfolio of Fleetworthy, enriched by the established clienteles of Bestpass, Drivewyze, Haul, and the original Fleetworthy Solutions, is extensive and diverse. From industry giants to smaller operators, fleets across North America rely on Fleetworthy for critical operational functions. The numerous success stories highlight tangible benefits in cost savings, efficiency gains, and enhanced safety and

compliance. The company's strategic focus on integrating these services into a unified suite, coupled with its push to make advanced AI tools accessible to smaller fleets, positions Fleetworthy to continue expanding its reach and deepening its relationships within the transportation industry. The high percentage of top fleets already using their services indicates a strong market trust and a solid foundation for future growth.

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