

HOMEPAGE  
HEADER  
Section  
(Video in Background)

HEADLINE

## Take Control Of Your Assets & ROI With Our Efficient GPS Trackers

SUBHEAD

Helping asset managers gain more asset control & insights  
...even when your fleet is offsite.

HEADER CTA LINK

**GET YOUR 21 DAY FREE TRIAL**

Section - THE STAKES: PROBLEM + PAIN POINTS

### Are you struggling with:

- Wondering (and worrying!) about where your assets are?
  - Missing preventative maintenance on assets?
- Wasting money on frequent asset and employee downtime?
- Losing control over asset efficiency once it goes out the gate?
- Increased Brand/OH&S Risk by drivers speeding in fully branded vehicles?

Section - VALUE PROPOSITION

### GPS Boss Will Help You Boost Your Company's Asset Efficiency and Better Secure Your assets.

<p>&lt;icon&gt;</p> <p><b>Save or Make Money!</b> <i>We believe that a GPS system should MAKE money, not cost money. Our focus is to ensure that our GPS solutions make your business more efficient and positively impact your bottom line.</i></p>	<p>&lt;icon&gt;</p> <p><b>A Powerful Solution</b> <i>Our robust trackers and software platform are developed by the same Australian company, which means better quality and responsiveness. You won't find a better product on the market.</i></p>	<p>&lt;icon&gt;</p> <p><b>Try Before You Buy</b> <i>To see the impact our trackers can have on your business, we provide a free 21-day trial. Experience the data and insights created from your own assets and employees.</i></p>
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**GET YOUR 21 DAY FREE TRIAL**

Section - THE ONE-LINER

### A GPS Company That Is Different, Very Different!!

“Most asset managers struggle to efficiently manage their fleet with vehicles and equipment offsite and in the hands of numerous operators. We offer robust and reliable Australian-designed GPS trackers and software so managers can take control of their assets with confidence and make more money!”

*Richard Mason, Owner. GPS Boss*

(Two Columns with civil construction picture on right hand side)

Section - THE GUIDE

We understand how hard it is to manage your fleet when it’s deployed offsite. We’ve helped hundreds of clients get their assets and staff working to optimal efficiency.

VISUAL COUNTER

4,000+	158	9	750,000+
Trackers deployed in Australia, NZ, PNG (and counting...)	Asset managers sleeping better at night	Full-time programmers dedicated to improving your experience	Trackers sold by our Australian manufacturer worldwide

SOCIAL PROOF

See what our clients are saying ...

<testimonials>

“We save over \$750 a week with GPS Boss trackers.”

-Kelm Hire

Cheltenham, Australia

Read the case study >(push button to reveal more text)

Section - THE PLAN

### Take Control of Your Assets

<icon>	<icon>	<icon>
<b>1. GET YOUR 21 DAY FREE TRIAL</b>	<b>2. GAIN VALUABLE INSIGHTS</b>	<b>3. IMPLEMENT TRACKERS ACROSS YOUR FLEET</b>

Fill out our online form to ask us about a free 21 day trial. We'll give you a call to discuss your needs and get your trial started.

Start tracking one of your assets and gain insights on your own employees and asset usage

Once you see the positive impact our solution will have on your business, we'll help you implement it across your fleet.

## **GET YOUR 21 DAY FREE TRIAL**

### Section - EXPLANATORY PARAGRAPH: MENTAL MAP + SEO

At GPS Boss, we know you are the kind of asset manager who wants to run a highly efficient business. In order to do that, you need to better manage your fleet and assets. The problem is, your fleet is deployed offsite and used by numerous people, which makes you feel like you can't get control over where everything is.

We believe you should be able to easily manage your assets and protect your investments. And we understand how much work managing a fleet of assets can be.

We offer robust and highly reliable Australian-designed GPS trackers and software that help managers like you take control of their operation and get important insights into their assets.

Here's how it works:

1. first, sign up for a 21 day FREE trial;
2. next, you'll start gaining valuable insight into your business;
3. and finally (once you can see the valuable data you can leverage!), you'll want to implement trackers across your fleet so that your business will run more efficiently and save money.

Sign up for a free 21 day trial today so you can stop wondering where your assets are and start saving yourself time and money.

## **GET YOUR 21 DAY FREE TRIAL**

### Section - VIDEO (optional)

## Here's how we're different

### Section - PRODUCT/SERVICE OVERVIEW

## Tracking Solutions

First, choose the type of tracker you need:

<p>&lt;icon&gt;</p> <p>HARDWARE</p> <p><b>BATTERY-OPERATED TRACKERS</b></p> <p>Trackers for your non-motorized assets.</p>	<p>&lt;icon&gt;</p> <p>HARDWARE</p> <p><b>HARDWIRED TRACKERS</b></p> <p>Trackers for your motorized assets</p>
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Next, choose the type of tracking you want:

<p>&lt;icon&gt;</p> <p>SOFTWARE</p> <p><b>FULL-TIME TRACKING</b></p> <p>Know exactly where your fleet is, 24/7.</p>	<p>&lt;icon&gt;</p> <p>SOFTWARE</p> <p><b>STANDBY TRACKING</b></p> <p>Tracking only when you need it.</p>
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**[GET YOUR 21 DAY FREE TRIAL](#)**

### Section - FINAL OBJECTIONS

## Wondering how this works?

- How does adding trackers to my vehicles save me money?
  - We're so glad you asked. On the surface, GPS tracking seems like an overhead expense. But we'd love the opportunity to show you how trackers will save (or make!) you money by making your business more efficient.

For example: a GPS tracker for a ute all up will cost approx \$700 in the first year (hardware + software). If that ute becomes 1 hour more efficient per week and the cost of a ute and a driver is say \$50/hour, then the savings to the business will be approx \$2,600 in the first year. The second year the software will cost less than \$300, but the same \$2,600 savings will still be there!

- Why do I need GPS trackers for my business?
  - Tracking invariably makes vehicles more efficient
  - 
  - Tracking will allow you to know where your assets are and how they are being used at any time. Whether you want to hold employees or renters more accountable, reduce downtime, or even save yourself the headache of a stolen asset, GPS Boss trackers are the solution.
- How are GPS Boss trackers different from others trackers on the market?
  - We offer a commercial grade tracking solution—our hardware and the software are fully developed in Australia by the same company. Don't waste your time or money on poor-quality foreign trackers. We have a close relationship with the manufacturer and are just a phone call away to get your questions answered or request new features you'd like to see.
- Why choose GPS Boss?
  - We're not your average tracking company. We're obsessed with saving (or making) our clients more money through the use of GPS trackers and software. Our philosophy is that tracking is a profit center for your business, not an overhead cost. We work with prospective clients to identify how we can help them make their assets more efficient and are a committed partner to our clients.

Section - FINAL CTA

**GET YOUR 21 DAY FREE TRIAL**

FOOTER