



# Canada Cartage partners with Wireless Links to introduce innovative fleet management telematics

TORONTO, ONTARIO, CANADA, April 30, 2014 /EINPresswire.com/ -- A partnership forged between [Canada Cartage](#), Canada's largest dedicated fleet provider, and Wireless Links, a world leader in the field of telematics innovation, led to the cooperative development of a custom telematics system designed specifically to offer unique solutions to Canada Cartage customers.

The integration of this innovative platform into Canada Cartage's fleet management and asset tracking application provides customers with tools that give them a competitive advantage in the market place through better fleet visibility, increased productivity and improved management efficiency. In line with corporate sustainability initiatives, the system actively improves fleet fuel consumption, notifying drivers to shut off the engine when idle – noticeably reducing the carbon footprint left by wasteful emissions.

"We are pleased to partner with such a strong forward thinking company like Canada Cartage which is a clear match with our advanced technology solution and differentiates us in an environment that is becoming increasingly commoditized with solutions that over-promise and under-deliver" says Joe Shayovitch, CEO of Wireless Links. "Canada Cartage represents our values and understands the value and unique solutions that Wireless Links brings to Canada Cartage's fleet management."

The new solution features technology with exclusive functionalities to Canada Cartage, such as a completely integrated and interactive product suite incorporated within Canada Cartage's ERP suite. This includes active and passive tracking, two-way messaging, and integrated active and passive RFID. The system also includes the technology that Wireless Links has become synonymous for across the transportation industry, with mobile solutions that include: extreme driver detection, driver identification and engine diagnostics and fuel consumption interface.

"Our partnership with Wireless Links provides us with a complete telematics solution that is unique in the marketplace," says David Bacon, Senior Vice President and CFO for Canada Cartage. "The seamless integration with our current data systems gives us the ability to deploy the new solutions rapidly to our customers so they can start taking advantage of its benefits."

Canada Cartage is currently introducing the new telematics suite of solutions to its customers as part of a complete range of outsourced transportation service offerings.

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## About Canada Cartage

Founded in 1914, Canada Cartage is Canada's largest provider of outsourced fleet solutions, providing dedicated equipment and drivers to both small and large firms. Canada Cartage also provides a complete range of supply chain, logistics, and freight management services through its subsidiary company, Direct Distribution Centres. For more information, visit <http://www.canadacartage.com> or see Canada Cartage's LinkedIn profile.

### About Wireless Links

WLI, a privately held corporation headquartered in New Jersey, has developed and markets a proprietary line of wireless mobile data products. Its products, including terminals, middleware and application software, interface with each other to provide modular total system solutions that are easy to use, simple to install, effortless to maintain and affordable. Its customers include courier, field service and transportation companies.

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