

LoneStar Tracking Empowers Rural America with Real-World GPS Solutions

From remote ranches to backroads job sites, LoneStar Tracking provides the GPS tech that keeps rural operations connected, protected, and productive.

FISCHER, TX, UNITED STATES, August 18, 2025 /EINPresswire.com/ -- While many tech companies focus on urban centers and big cities, LoneStar Tracking has quietly built a reputation for doing something different: solving real problems in rural America with rugged, practical, and highly effective GPS tracking technology.



Reliable remote connectivity

From Texas ranches and backcountry work sites to rural counties preparing for fire or flood response, LoneStar Tracking's devices are helping businesses and emergency crews operate smarter—far beyond the reach of cell towers.

“

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Thomas Remmert

“Our customers don't work from glass buildings—they work from trailers, tractors, and remote hillsides,” said Thomas Remmert, CTO of LoneStar Tracking. “That's who we build for.”

Building for the Places Other Tech Forgets

Rural operations have unique challenges: weak or no cellular coverage, harsh weather, wide-open geography, and valuable equipment spread across miles. Most GPS providers don't design for these conditions—but LoneStar does.

The company's product lineup includes:

Satellite GPS ear tags for cattle tracking in off-grid pastures

Solar-powered BLE gateways for wireless monitoring across remote ranches

Rugged fleet and trailer trackers with real-time alerts and backup batteries

Customizable emergency tracking kits for fire, flood, or search-and-rescue deployment

Each product is designed for low-power operation, long-range connectivity, and ease of use—critical for teams that are always on the move and often far from a WiFi signal.

Real Customers, Real Recoveries

LoneStar's trackers aren't just smart—they're proven.

In recent months, customers have:

Recovered stolen trailers and skid steers within hours thanks to real-time GPS alerts

Tracked cattle away from a wildfire using LoneStar's satellite ear tags

Helped local responders coordinate search crews during major Texas flooding

Monitored oilfield assets scattered across hundreds of acres with no cell service

"You don't need a signal on your phone to know exactly where your gear or livestock is," said Remmert. "That's the kind of visibility that pays for itself."

Empowering More Than Ranchers

While LoneStar started with agricultural customers, the company now serves a wide range of rural industries, including:

Construction and heavy equipment rental

Oil & gas operations in remote areas

Utility and co-op fleets

Volunteer fire departments and rural EMS

County emergency managers and rural sheriffs

These groups share a common need: to track vehicles, tools, livestock, or personnel in places where standard tech doesn't work. LoneStar's GPS devices and cloud platform fill that gap.

A Mission of Practical Innovation

LoneStar's approach isn't about flashy features—it's about reliability, durability, and solving real-world problems. Every product decision is guided by the needs of field operators, ranchers, and responders who depend on their equipment daily.

"We don't try to reinvent the wheel," said Remmert. "We just make sure it can be tracked when it rolls off your job site at 2 a.m."

Available Nationwide

All of LoneStar's tracking solutions are available through www.lonestartracking.com, with free U.S.-based support and optional white-label/reseller partnerships for regional equipment dealers.

Whether it's a single GPS tag for a cattle trailer or a fully mapped-out system for a 5,000-acre ranch, the company is committed to making modern tracking technology accessible for rural operations of all sizes.

About LoneStar Tracking

Headquartered in The Woodlands, Texas, LoneStar Tracking delivers innovative, field-proven GPS and asset tracking systems for agriculture, transportation, emergency services, and rural industry. Trusted by customers across North America, LoneStar is on a mission to simplify tracking—no matter how far off the grid your work takes you.

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