



TrueDNA Launches Vehicle Tracking and GPS Monitoring Platform

TrueDNA brings a unified fleet management and connected vehicle platform to rental fleets, dealerships, commercial operators, and consumers across the United States

UNITED STATES, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- TrueDNA, a U.S.-based vehicle intelligence company, is announcing its full suite of fleet management and vehicle tracking services to operators and drivers nationwide. The platform is purpose built to serve rental fleets, franchise dealerships, commercial fleets, and individual consumers, bringing real-time GPS monitoring, crash detection, smoke and THC alerts, recall notifications, and driver rewards together in a single connected system.

Vehicle tracking and GPS monitoring in the United States covers a wide range of needs, from small rental operations to large government fleets. TrueDNA is built to address all of them from one dashboard. The platform gives fleet operators a customizable view of every vehicle in their operation, with live location data, geofencing, route history, and alert management built in. Rather than relying on several disconnected tools, operators can manage vehicle health, driver behavior, incident documentation, and maintenance schedules from one place.

For rental fleet companies, TrueDNA offers a set of tools that go beyond basic GPS tracking. The platform includes smoke and THC detection powered by Bosch sensor technology, which identifies incidents inside a vehicle cabin in real time and generates documentation automatically. Automated damage detection and point-of-impact notification give rental companies a clear record of when and how damage occurs. End-of-rental reporting helps operators track vehicle condition across the full rental lifecycle, and a 911 Inform integration means emergency services are notified automatically during severe impact events. TrueDNA also includes a Customer Digital Wallet Program that connects directly to Apple and Google Wallet, giving renters a loyalty rewards experience through the TrueBuck\$ program.

Automotive dealers using TrueDNA gain access to tools designed to increase revenue opportunities and strengthen customer retention. The platform supports preventative maintenance tracking and a digital vehicle lifecycle record, so dealers can stay in contact with customers at the right moments. Auto recall campaign management and lead generation are built into the system, turning recall alerts into service opportunities. The platform is also designed to improve customer satisfaction by providing a loyalty rewards component that keeps drivers engaged between service visits.

Commercial fleet operators benefit from features that address safety, liability, and efficiency. TrueDNA supports route optimization and provides data on driver behavior, helping fleet managers identify risk and reduce accidents. The platform carries government clearances for federal, state, and municipal fleet use. In-cabin smoke alerts, extended vehicle lifecycle tracking, and resale value tools are also available for commercial operators who need to manage larger asset pools over longer periods.

For individual consumers, TrueDNA provides vehicle health maintenance alerts, recall notifications, live location tracking, and collision detection. Emergency assistance features are built in. The TrueDNA Vehicle History Report gives consumers a full ownership history, incident records, and a driving score that reflects how the vehicle has been operated over time. Incident IQ, one of the platform's documentation tools, provides crash documentation and re-enactment data that can be used to support insurance claims.

A core part of the TrueDNA platform is what the company calls the truth layer of every vehicle. This refers to the platform's reporting capability, which compiles actual incidents, live check engine alerts, up-to-date recall information, full maintenance logs, and an engine health score based on how the vehicle has been driven. This reporting is available to fleet operators, dealers, and consumers, giving each type of user a clear and honest picture of a vehicle's condition and history.

TrueDNA integrates with Bosch as a technology partner and 911 Inform as an emergency response partner. Bosch sensor technology detects smoke and THC incidents inside a vehicle with real-time identification and automatic documentation. The 911 Inform integration connects the platform directly to police and emergency medical services during severe impact events, reducing the time between an incident and an emergency response. The platform also offers optional OEM embedded connectivity for operators who want seamless integration with manufacturer-level vehicle data.

The company describes its mission as making every connected vehicle smarter, more valuable, and more rewarding through intelligent vehicle technology. That goal shapes how TrueDNA has structured its platform, building tools that serve not just fleet managers but the drivers and consumers who interact with those vehicles every day. The TrueBuck\$ loyalty rewards program creates a direct connection between a driver's behavior and tangible rewards delivered through their mobile wallet.

TrueDNA was founded in 2024, with the platform concept developed that year. In 2025, the company launched its partnership with U-Save and Green Motion, extending deployment internationally. The TrueBuck\$ rewards program launched the same year as the first connected vehicle platform with driver loyalty integration. The company was recognized as Most Innovative Company at Fleet Vision International in London and received recognition from a Government Safety Panel. In 2026, the company secured an exclusive partnership with Bosch for proprietary

smoke detection and vehicle intelligence integration. The consumer-facing channel at gettruedna.com opened in 2026, expanding access to individual drivers alongside the company's fleet and dealer offerings.

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****About TrueDNA****

TrueDNA is a United States-based vehicle intelligence company offering fleet management and vehicle tracking software for rental fleets, automotive dealerships, commercial operators, and consumers. The platform includes real-time GPS monitoring, smoke and THC detection, crash documentation, recall alerts, maintenance tracking, driver scoring, and a connected loyalty rewards program. TrueDNA partners with Bosch and 911 Inform to deliver integrated safety and detection capabilities. To learn more or to request a demo, visit gettruedna.com.

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