# GPS Tracker Shop Folds Tracking System Direct Into Redesigned Online Store

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gpstrackershop.com

TEMECULA, CA, UNITED STATES, October 29, 2026 /EINPresswire.com/ -- One storefront now serves both brands' buyers, organized around what each customer needs to track, as NICB counts 136,988 vehicles stolen in California last year

GPS Tracker Shop, an online retailer of real-time GPS trackers for vehicles, trailers and equipment, today announced that it has consolidated its sister store, Tracking System Direct, into a fully redesigned gpstrackershop.com. Visitors to trackingsystemdirect.com now arrive at the new site, where every tracker is sorted by what the buyer needs to protect.

Why the two stores became one

GPS Tracker Shop has run Tracking System Direct alongside its own store since 2021. Both sites sold the same kind of tracker to the same buyers, including parents of new teen drivers, trailer owners and contractors guarding job-site equipment.
Two storefronts meant two places to compare the same devices. One site fixes that. Former Tracking System Direct customers can call the GPS Tracker Shop team at 855-922-8100 for setup and technical help.

What changed on gpstrackershop.com

The rebuild focuses on one job, which is helping a buyer pick the right tracker in a few minutes. The new site adds:
A menu sorted by use, covering cars and family, trailers and equipment, business fleets, and tracker detection.
A "Help me choose" tool that matches six common situations to one recommended device.
A plain comparison of cellular GPS trackers and Bluetooth tags such as the Apple AirTag.
Device prices and monthly plan costs shown together on each product card.
A three-step setup guide and a fleet ROI calculator for business buyers.

Customer photo and video reviews on the homepage.
Every page also lists the support line and hours, so a shopper with a question can reach a real person before checkout.

Theft and fleet costs keep demand steady

Vehicle theft fell sharply in 2025, yet the risk stays highest in California. The National Insurance Crime Bureau's 2025 data shows 136,988 vehicles stolen in the state, more than 20 percent of the national total. Nationwide, one vehicle is still stolen every 48 seconds.
Business owners face a second cost behind the wheel. A Federal Motor Carrier Safety Administration study of truck telematics found that fuel use can vary by as much as 35 percent between a good driver and a poor one. Trip history and speed alerts give fleet managers a clear view of that gap.

A word from GPS Tracker Shop

"I've been in GPS tracking for more than 15 years, and nobody shops for a tracker for fun," said Ryan Horban, owner of GPS Tracker Shop. "Somebody's trailer just got stolen, or their kid just got a driver's license, and they want a straight answer fast. We built the new site around that moment. You pick what you're tracking, you see the price right there, and if you still have a question, a real person picks up the phone. Folding Tracking System Direct into GPS Tracker Shop means one team and one place to get it right."

Pricing and availability

The redesigned site is live now at gpstrackershop.com. Trackers start at $39.95, and live-tracking plans start at $9.95 a month with no contract. Buyers who would rather skip a monthly bill can choose a no-subscription model. Orders ship free within the U.S. Every tracker comes with a lifetime warranty and free phone support seven days a week, 9 a.m. to 8 p.m. Pacific, in English and Spanish.

About GPS Tracker Shop
GPS Tracker Shop sells real-time GPS trackers for cars, trucks, trailers, equipment and business fleets, plus detectors for drivers who suspect a hidden tracker on their own vehicle.
The Southern California company holds an A+ rating from the Better Business Bureau. Shop at gpstrackershop.com.

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