



FleetOwner® & FleetMaintenance®

Comparison of Fleet Management Technology Providers

A survey of more than 500 fleet management professionals in the United States, conducted by independent market research firm Endeavor Business Intelligence in partnership with FleetOwner and Fleet Maintenance.

September 2025



Introduction

Fleet technology has become central to operations. It now plays a key role in reducing costs, improving safety, and running efficiently. However, with a crowded market of technology providers, not all deliver the same level of quality. Choosing the right platform is a long-term strategic decision that will determine whether businesses get the outcomes they need. Fleet leaders want technology that works reliably every day, provides clear insights, and improves both safety and efficiency in measurable ways.

To help fleets and industry leaders make informed decisions, Endeavor Business Intelligence conducted this survey of more than 500 U.S. fleet professionals, examining the top challenges they face today, what they value most in technology, and how different fleet management technology providers compare.

Endeavor is an independent market research firm with deep expertise in transportation and logistics. The study was commissioned by Samsara.



Executive Summary

Fleet management professionals continue to navigate pressures on multiple fronts. The top three challenges respondents say they are currently facing are fuel costs (32%), driver shortages (30%), and recruiting and training employees (29%).

When choosing a fleet management technology provider, customer service stands above all else. 85% of respondents rated support and service as extremely or very important, making it the single most critical factor in selecting a technology partner.

When asked about their satisfaction with technology providers in this area, respondents rated Samsara highest. 83% of those with direct experience said they were satisfied or very satisfied with Samsara's support and customer service. No other provider scored higher.

The findings also show that overall satisfaction and brand awareness vary across providers. More than four out of five fleet professionals who currently use or have used Samsara (84%) are satisfied or very satisfied, compared to lower scores for Geotab (76%), Powerfleet (74%), Zonar (71%), and Motive (70%). Overall, 90% of current users said they are likely to recommend Samsara to a colleague. In addition, Samsara ranked No. 1 in both top-of-mind brand awareness and overall brand awareness.

azūga
a Bridgestone Company

GEOTAB

lytx

motive

 **netradyne**

POWERFLEET

 **samsara**

 **SOLERA**

 **Trimble**

verizon
connect

ZONAR

Top Challenges for Fleet Professionals Today

Top Three Issues

The top three most pressing issues for fleet management professionals today are fuel costs (32%), driver shortages (30%), and recruiting and training employees (29%). This reflects the fact that fuel expenses typically account for a substantial portion of operating costs, and driver turnover remains high.



32%

Top 3 Challenges Most Fleets Face

Fuel Cost Issues



30%

Driver Shortages



29%

Recruiting & Training Issues

Significant Differences By Fleet Size

When it comes to top challenges, fleet size does make a difference in several areas. Larger fleets are more likely to struggle with technician shortages (26%) and driver retention (25%) compared to smaller fleets. Smaller fleets are more likely to feel the pressure when it comes to fuel costs (40%) and insurance cost / availability (37%) compared to larger fleets.

Fleet Size	>50 Vehicles	11-50 Vehicles
Bigger Issues for Larger Fleets		
Technician Shortage	26%	16%
Driver Retention	25%	12%
Bigger Issues for Smaller Fleets		
Fuel Costs	28%	40%
Insurance Costs / Availability	23%	37%



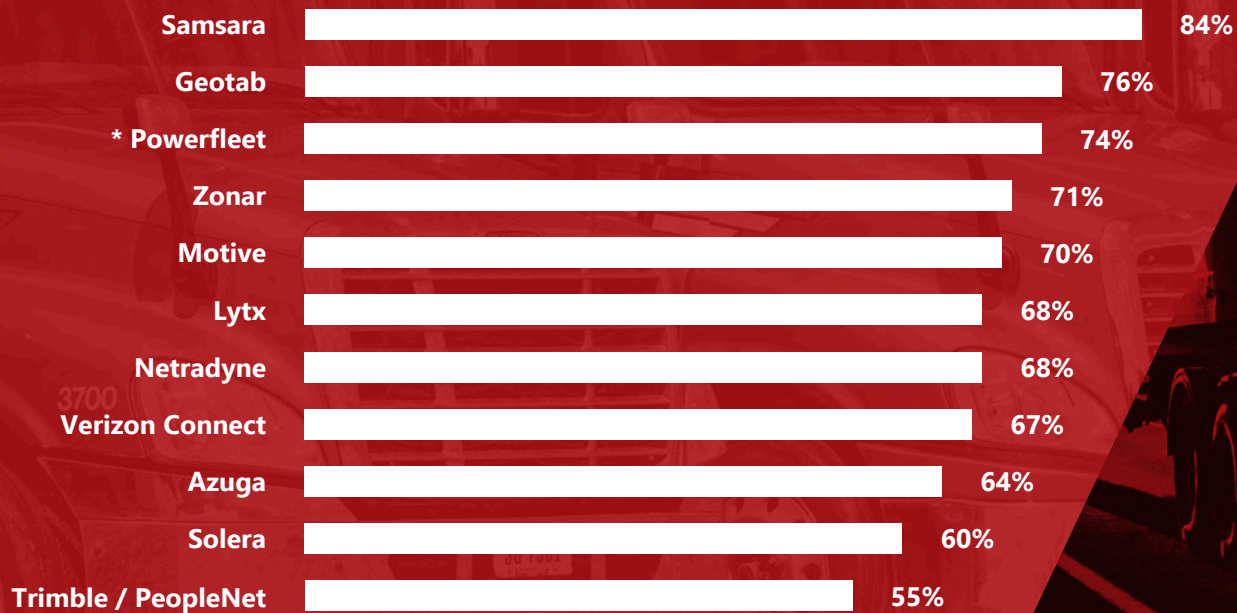
* Category with a statistically significant difference by fleet size. See Table.

Comparison of Fleet Technology Providers

Overall Satisfaction Across Providers

Satisfaction ratings show that Samsara leads the industry, ranking higher than any other provider.

Respondents ranked their first-hand experiences with technology they currently use or have used. More than four out of five who currently use or have used Samsara (84%) are satisfied or very satisfied compared to 76% of Geotab users, 74% of Powerfleet users, 71% of Zonar users and 70% of Motive users. Trimble / PeopleNet received the lowest overall satisfaction score (55%).

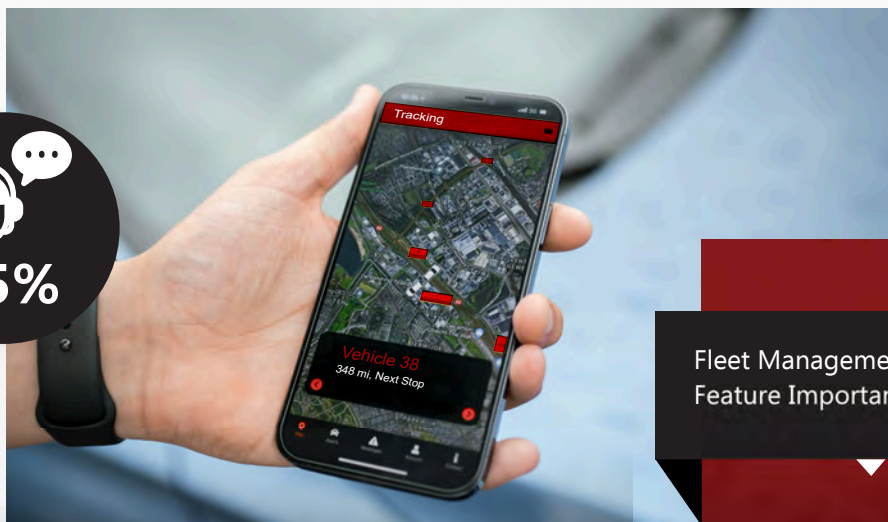
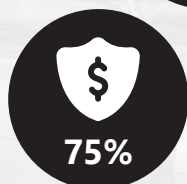
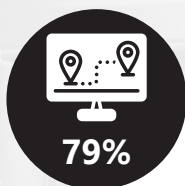


*PowerFleet is the parent company for MiX Telematics (now MiX by Powerfleet) and the former Fleet Complete brand

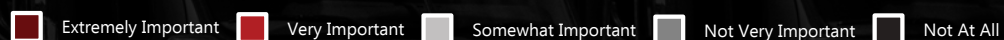
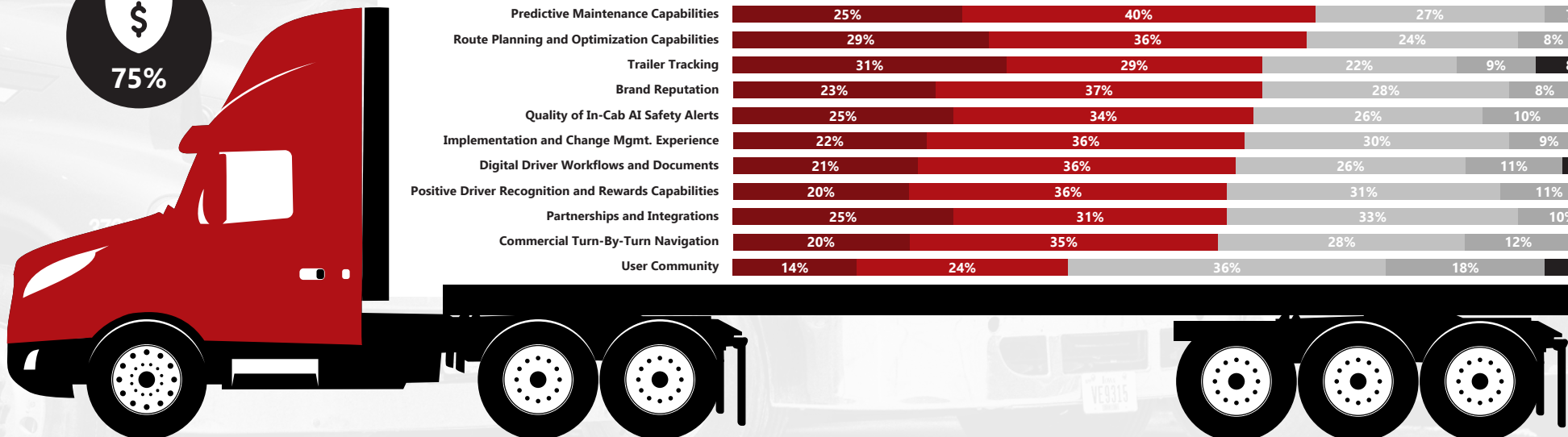
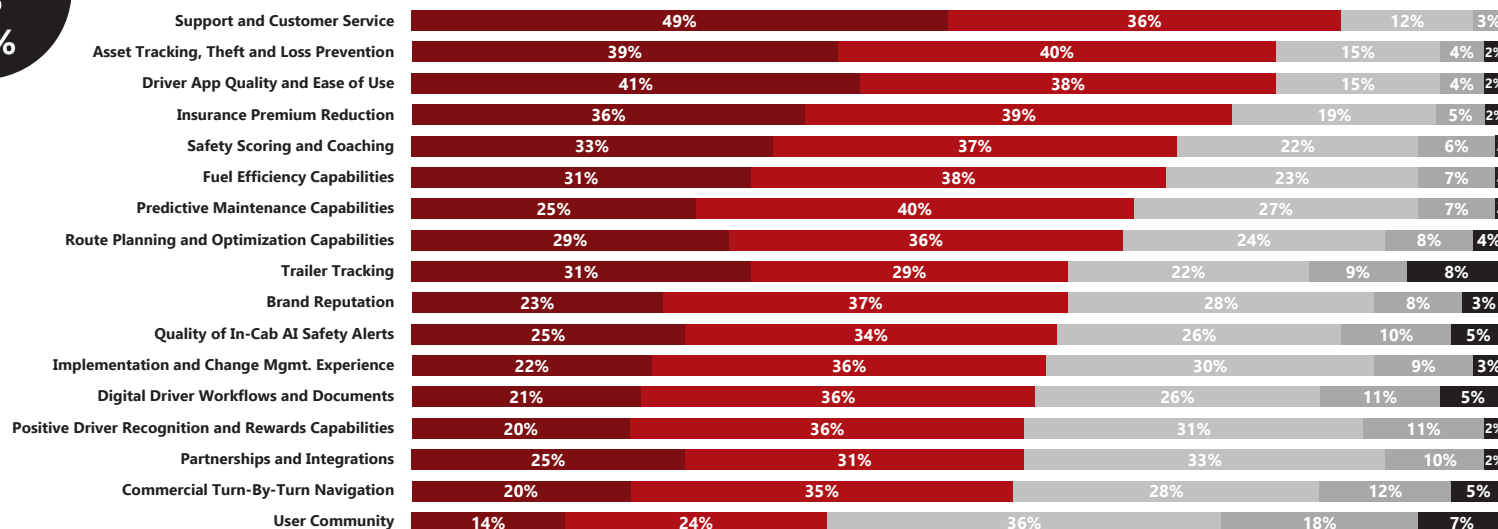


What Fleets Value Most

When asked what matters most in choosing a provider, support and customer service ranked at the top, with 85% of respondents saying it is extremely or very important—higher than any other factor. Fleet professionals also place strong value on asset tracking (79%), a quality driver app (79%), and insurance premium reduction (75%).



Fleet Management Technology Feature Importance



Support and Customer Service

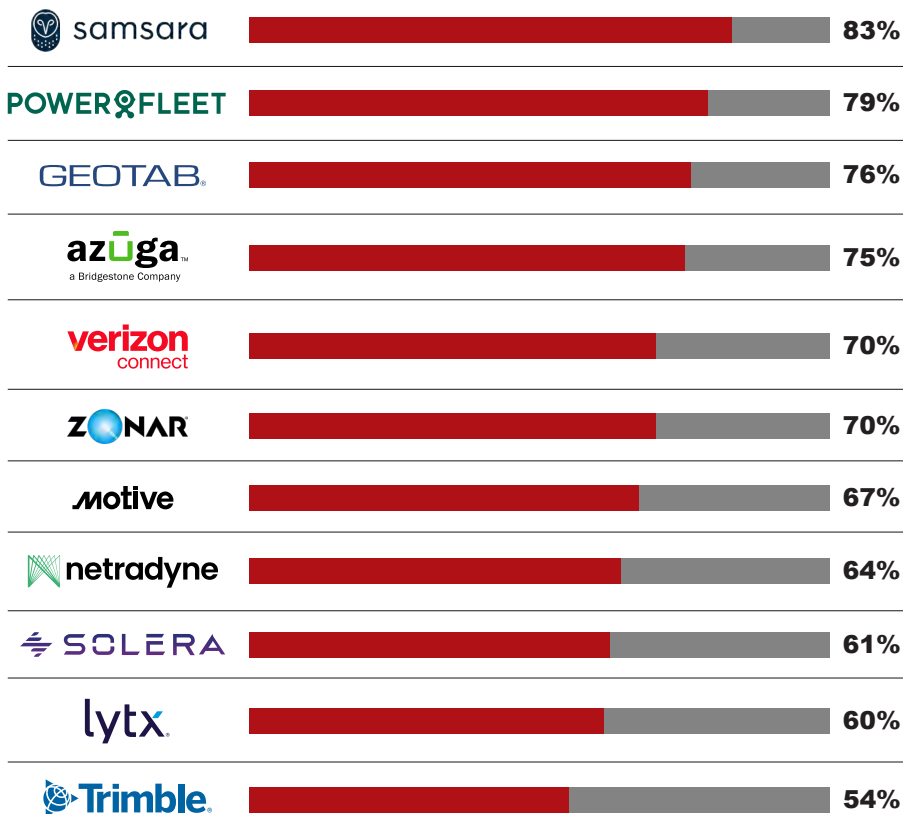
Support and service ranked as the single most important factor when selecting a fleet management technology provider. When asked about their satisfaction with providers in this area, respondents rated Samsara highest. 83% of those with direct experience said they were satisfied or very satisfied with Samsara's support and customer service. No other provider scored higher.



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Satisfaction With Support & Customer Service

Percentage of those with direct experience (current or past users) who say they are satisfied or very satisfied with the provider's support and customer service.



Brand Awareness

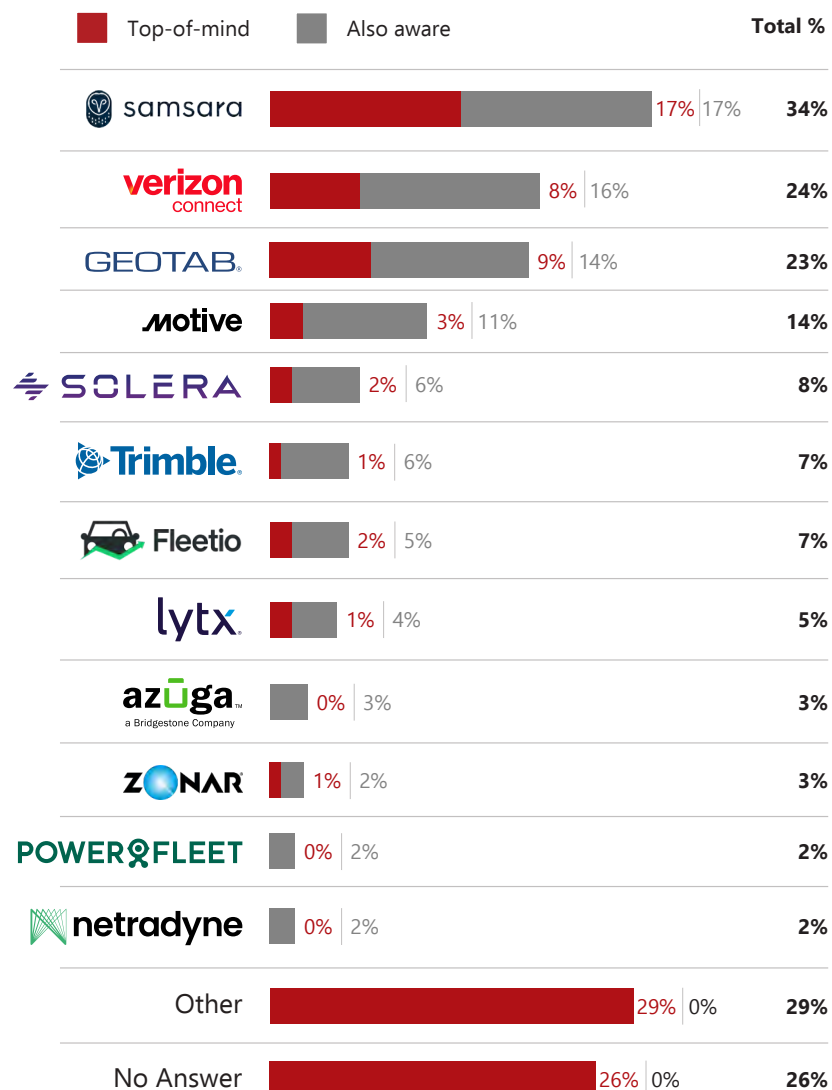
Brand awareness is a key indicator of market presence and credibility. When asked which companies come to mind first for fleet management technology, and which others come to mind afterward, Samsara ranked No. 1 in both top-of-mind brand awareness and overall brand awareness. More respondents named Samsara than any other provider, making it the most widely recognized brand in the study.

Reasons that could explain why **Samsara is No. 1 in brand awareness**: customer loyalty and word of mouth.

90%

of current Samsara users said they are likely to recommend the company to a professional colleague in the commercial fleet or trucking industry.

When you think of companies who offer fleet management technologies (telematics, etc.), which comes to mind first? And which others come to mind?



Study Methodology

Endeavor Business Intelligence

This study was conducted by Endeavor Business Intelligence, commissioned by Samsara, from May 8 to June 4, 2025, and includes 521 qualified responses from U.S.-based fleet management professionals. To qualify, respondents had to be directly involved in their company's fleet technology decisions, work for organizations headquartered in the United States, and manage fleets of 11 or more vehicles, ranging from small operations to large national fleets. The majority of respondents (68%) have more than 50 commercial vehicles in their fleet, and more than a fifth (22%) of respondents have 501 or more commercial vehicles in their fleet.

Respondents were recruited through Endeavor's proprietary databases, including FleetOwner and Fleet Maintenance, as well as Audience Align's vetted business-to-business panel. Rigorous quality controls were applied to ensure reliable results. Duplicate entries, inattentive or AI-generated responses, and surveys completed too quickly were removed. Responses were also checked for straight-line patterns, reviewed for quality in open-ended questions, and screened with red herring questions to ensure attentiveness.



Endeavor Business Intelligence, a division of EndeavorB2B, is dedicated to empowering organizations to excel in evolving market sectors. With a focus on deep market expertise, informed audience targeting, and a seasoned team of researchers, analysts, and marketers, we provide specialized research services for forward thinking businesses.

