

## Ctrack marks 40 years of fleet telematics leadership

Ctrack is marking 40 years in the fleet asset management and telematics industry, underlining its role in delivering data-driven solutions to customers across Africa, the Middle East, Europe and Australia following recent international acquisitions.

Established in 1985, Ctrack began with tachograph technology and has evolved into a global provider of intelligent mobility solutions, helping businesses improve visibility, efficiency, safety, compliance and productivity.

“Reaching this milestone reflects the trust our clients have placed in us, and the consistency with which we’ve delivered on our promise to innovate and support their operations,” says Hein Jordt, CEO of Ctrack.

Today, Ctrack’s platform enables real-time decision-making across diverse industries including logistics, transport, mining, agriculture and construction. Its modular technology is designed to adapt to businesses of all sizes, offering predictive insights that reduce risk and improve performance.

Crystal represents the pinnacle of Ctrack’s innovation. It is a singular platform where the precision of telematics converges with the foresight of Artificial Intelligence to harness the full power of Data Intelligence.

Aneesa Naicker, Managing Director of Ctrack Middle East and Africa, says the company remains focused on building for the future. “The value of fleet data continues to grow. Our role is to ensure customers can act on it, whether they run ten vehicles or a thousand.”

Ctrack continues to expand its international presence, with strategic partnerships and product development supporting its long-term growth. The company remains focused on delivering measurable outcomes to clients and maintaining its position as a trusted technology partner.

To see more of Ctrack’s journey and future vision, watch the 40-year brand video here:

[https://youtu.be/5VHe\\_nTHNB8?si=FfXVIjOhyUH68uBb](https://youtu.be/5VHe_nTHNB8?si=FfXVIjOhyUH68uBb)