



For Immediate Release
Press Contact: Tom Gafford
(817) 298-3103
tom@guidepointsystems.com

Guidepoint Welcomes Fleet Sales Expert Anne Taylor

20-year professional to offer advanced-technology asset management program

FORT WORTH, TEXAS – October 12, 2015 (MEDIAWIRE) – Guidepoint Systems, multifaceted provider of hardware, software and personalized service solutions for fleets and individual drivers, announced it has hired telematics industry veteran Anne Taylor to manage customer acquisitions for the company's new fleet management program. The appointment provides new and prospective customers with a dedicated representative who will present Guidepoint's latest innovations in vehicle asset management, administrative monitoring and app-based functionality.

"Companies that operate fleets have to deal with a variety of issues, from inventory management to vehicle misuse and loss prevention," said Guidepoint President and CEO Rand Mueller. "Our goal is to provide a single, integrated solution that helps them achieve maximum efficiency, lower costs and increase revenue. We feel Anne is the right person to introduce this innovative program to customers, and we are pleased to have her join our team."

Taylor has amassed a variety of experience in almost 20 years in the telematics industry. She started her career in 1996 with Air IQ and served as vice president of sales. In 2009 she joined Irvine, Calif.-based EnfoTrace as sales representative and saw the company through its acquisition and eventual absorption into Spireon Inc., servicing rental car companies and Canadian sub-prime dealerships. In addition, Taylor has served on several industry boards, including the Association for Car and Truck Independent and Franchisees and the Truckload Carriers Association.

In her new position, Taylor will represent Guidepoint's Rental Fleet Management Program, which provides end-to-end services from individual vehicle location and status to fleet-wide monitoring and reporting. The comprehensive program features a smartphone app that makes entering vehicle inventory into the database as simple as using the phone's camera to log vehicle characteristics.

"Guidepoint has become known for continually evolving technology behind an interface built for the needs of its customers, whether it's on a computer or personal device," said Taylor. "I am very excited to work with a company that has so much to offer its customers."



Taylor can be reached at (905) 626-1339 or @ anne.carol.taylor@gmail.com. For more information, visit www.guidepointsystems.com.

About Guidepoint Systems

Guidepoint Systems integrates GPS, advanced wireless technology, the Internet and 24/7/365 response centers to deliver a variety of services to vehicle owners and fleet managers. Recipient of the Value Chain Award in 2011 by *Connected World* magazine, Guidepoint also offers proprietary consumer and fleet vehicle location and driver safety and convenience services through their OEM partners under the MOPAR and Nissan brands. Visit www.guidepointsystems.com or call 1-877-GPS-FIND for more information.