

FEATURE OF THE MONTH

TrackKing

The Power of Information

Now more than ever, trucking companies need to lower their operating costs by optimizing their fleets. As the leader in the refrigerated transportation equipment industry, Thermo King understands this need and offers TrackKing, an intelligent cellular telematics system.

TrackKing is a web-based solution that offers temperature management and location features to ensure top product quality delivery. With two-way access to their refrigeration unit, operators can protect their cargo and prevent load loss. Customizable reports on reefer utilization, vehicle location, machine alarms, door openings and fuel levels allow operators to respond quickly to their customers' needs.

Uniting Customers and Dealers

Thermo King dealers can use the information on their customers' fleets to proactively contact the customer to service the units and prevent breakdowns. This opens up the opportunity for Thermo King Dealers to assist customers in increasing efficiency and lowering service costs while improving their relationship with Thermo King's dealer network.



TrackKing Cellular provides secure internet access from anywhere

TrackKing and Your Business

TrackKing Function	Benefit
<i>Remotely Change Temperature</i>	Ensure cargo integrity
<i>Monitor Door Openings</i>	Protect cargo in transit or yard
<i>Track Assets in Real Time</i>	Enhance business efficiency
<i>Track and Record Box Temp</i>	Provide accountability to end users
<i>Monitor Warning Indicators</i>	Prevent unscheduled maintenance
<i>Track Departure and Arrival</i>	Ensure on time delivery

A Flexible Solution

TracKing is a flexible solution that integrates seamlessly into customers' in-house systems and daily operations, making it easier to make critical decisions and improve response times.

A logistics manager no longer has to switch between different applications or look at multiple screens to keep up-to-date with operations. The TracKing website portal provides access to real-time data, ensuring transporters have critical cargo and vehicle data at their fingertips in the system of their choice.

	Satellite	Cellular
Name	TRAC-KING™	TracKing
Real-Time Monitoring	Yes	Yes
Coverage	Ubiquitous	Most of the United States, Some of Canada
Supports Multi Temp	No	Yes
Downloads Service Watch Data	No	Yes

Thermo King offers both Satellite and Cellular coverage

Monitoring the Load

Once a trailer is equipped with Thermo King telematics, the owner can monitor and interact with that trailer from practically anywhere. TracKing Cellular provides secure, password protected monitoring at www.tktracking.com. From here, customers can track the location, box temperature, and even interact with entire fleets from a single dashboard.

For satellite users, www.trac-king.startrak.com will provide a similar service.



Manage your assets from anywhere at www.tktracking.com

The Bottom Line: Return on Investment

Thermo King telematics can directly reduce costs and improve efficiency.

- Improved cargo protection
- Decreased dwell time in the yard
- Improved trailer utilization
- Increased trailer security
- Increased fuel savings
- Reduced in yard labor
- Improved driver utilization



Utilizing TracKing will help enhance temperature control



Feature of the Month is in iService

Previous features of the month can be found in iService. Click "Feature of the Month" under the Marketing Communications and Newsletters heading to access archived features. Be sure to look for Feature of the Month the first week of every month.