

Advanced Fleet Management for the Construction Industry 2025

Transform productivity, safety and efficiency with fleet tracking technology.





Asset tracking is one of the best allies to boost productivity, safety and efficiency for the construction industry

The construction sector is crucial to the European economy. It employs “a total direct workforce of around 13 million, another 15 million employed indirectly. The sector also contributes about 10% to GDP” according to SME united.¹

99% of businesses in the European construction sector are SMEs - so performance is essential as it motivates economic activity in all other sectors.²

Whilst the industry is very important to the European economy, there has been a “decline in construction output” from 2023-2024 according to Eurostat.³

The industry does show signs of recovery for 2025, however according to EUROCONSTRUCT, “a positive turning point is expected in 2025, with the positive trend continuing in 2026”.⁴

Further research shows “it is expected that the new building sector will slowly improve due to the recovering housing market and the increasing amount of building permits for new homes”.⁵

So this means that “growth will return to the construction sector in 2025”⁶ and new opportunities are coming for companies. So those businesses that are more competitive, innovative and digitised can differentiate from other companies and lead important projects.

In this scenario, the industry could put their focus into resource efficiency, environmental performance and business opportunities with asset tracking technology. Here's how:

- Streamline your fleet's operations, making decisions based on smart data of your assets like monitoring engine hours, see what assets are being used, which ones are unproductive and reallocate
- Contribute to the security of your equipment by programming geofence alerts that create a virtual perimeter around your assets. If an asset moves, you'll know it. When theft occurs, near real-time movement alerts can help you recover your valuable assets quickly.
- Analyse your performance to enhance workflows, track maintenance and help extend the life of your assets to limit extra costs and to reduce the environmental impact.

Let's find out how else fleet management solutions can benefit construction businesses.

Insights from the Fleet Technology Trends Report Europe 2025

The construction industry improved customer experience, productivity, routing and decreased fuel consumption.

In 2024, the number of construction companies using a GPS asset tracking solution was **53%**, up **12%** from the previous year.

Use of fleet technologies in the construction industry in Europe:

- GPS tracking: **80%**
- In-cab video: **59%**
- Asset/trailer/equipment tracking: **53%**
- Field service management: **53%**

Top goals achieved since implementing GPS tracking in the construction industry:

- **65%** improved productivity
- **61%** increased recovery rate of stolen vehicles
- **55%** decreased fuel consumption
- **58%** improved customer service
- **52%** improved routing
- **51%** improved sustainability
- **44%** improved efficiency
- **46%** improved driver safety habits
- **42%** decreased unauthorised use of vehicles
- **35%** decreased instances like speeding and harsh driving
- **24%** increased seat belt usage
- **23%** improved managing daily operations
- **26%** reduced CO₂
- **23%** decreased idling
- **19%** improved vehicle maintenance
- **11%** decreased labour costs



77%

of survey respondents in the construction industry who have a GPS tracking solution stated that it is "very" or "extremely beneficial" to manage their fleets and 68% reduced costs.

73%

of respondents in the construction industry who have a GPS tracking solution achieved a positive ROI in one year or less.

GPS tracking a great ally to boost safety for your team and business

Construction is one of the most dangerous sectors with the highest number of accidents and fatalities on construction sites.

One of the latest accident statistics provided by the European Commission, revealed that “more than one fifth (**22.5%**) of all fatal accidents at work in the EU took place within the construction sector”.⁷

Technologies like GPS asset tracking solutions are one of the best allies that can help add a layer of protection for your team and business and help to keep them safe - which is a top priority.

A proactive remote control of daily operations can help managers of construction companies identify eventualities or emergencies and act quickly to provide the help needed.

Also, it is very common that in a construction site there are many machines working at the same time in the same area. So to protect and mitigate the risk of accidents, it is very helpful to establish geofences, so you can determine which machinery can work in one area and which ones do not have to trespass until the others finish.

Construction safety spotlight

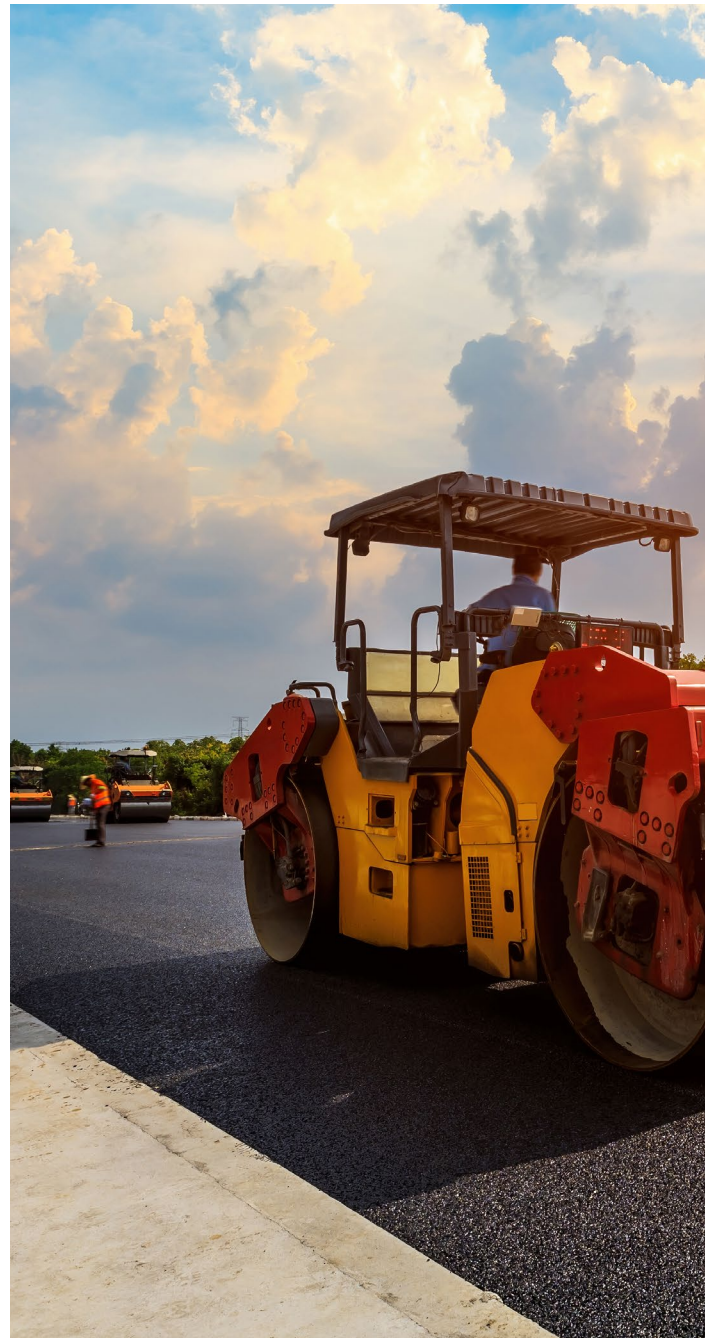
48%

of construction businesses improved safety.

50%

decreased accidents.

Source: Fleet Technology Trends Report Europe 2025



Asset tracking technology boosts equipment utilisation and team productivity

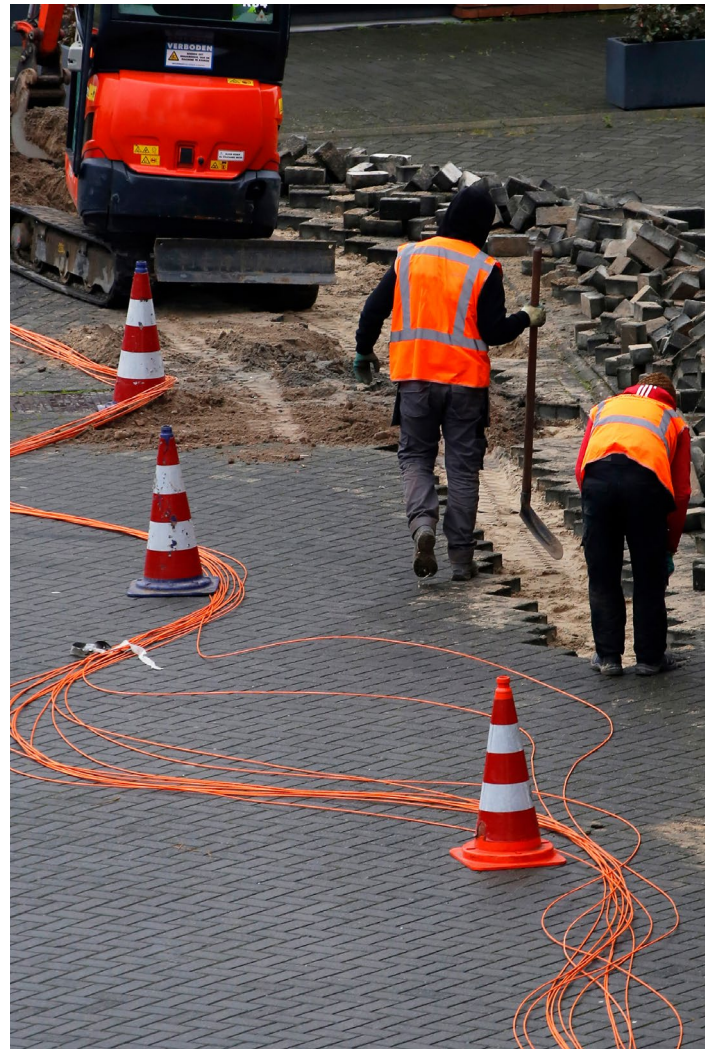
The majority of industries said asset tracking has had a beneficial effect on their business operations.

In total, **75%** consider asset tracking “very” or “extremely” beneficial.

Within the construction industry, **72%** of those currently using an asset tracking solution improved equipment and trailer security.

Also, **69%** improved equipment and trailer utilisation.

Asset tracking technology can help companies improve productivity at the office and in the field, which has a positive impact on the competitiveness and efficiency of the business.



Goals achieved since implementing an asset tracking solution across all industries:

- **72%** improved equipment/trailer security
- **69%** improved equipment/trailer utilisation
- **64%** improved efficiency
- **56%** improved productivity for office staff/management
- **54%** improved daily operations
- **52%** improved efficiency/ productivity for drivers/workers
- **48%** improved safety
- **42%** reduced insurance costs
- **29%** improved sustainability
- **14%** reduced CO2

75%

consider asset tracking “very” or “extremely” beneficial.

91%

of surveyed across all industries who have an asset tracking solution achieved a positive ROI in one year or less.

How to tackle underutilised assets and equipment to help boost productivity

Construction companies often rent out assets and equipment. This is an evolving market “that will grow by 2.8% in 2025 and 2026, reflecting steady growth in the industry”.⁸

The reasons for the rental of equipment by construction companies are clear, these businesses can in this way “minimise the fixed costs of their activity and externalise the risk of investment in this type of machinery, as acquiring the machinery and equipment is expensive”.⁹

This type of model is a “cost-effective, sustainable and risk-free solution to your equipment needs and, renting frees up resources for companies to invest into their core businesses.”¹⁰

And while this leasing model helps companies save money, it does not mean that leasing is cheap.

Therefore, they must have effective asset and equipment utilisation to make their operations efficient and get the most out of every business day.

To do this, an asset tracking solution can be one of the best technologies to improve the utilisation of machinery and improve efficiency. This has a major impact on daily operations by helping to improve productivity and the company’s bottom line.

How can this technology help you ?

Monitor the use of machinery and assets and how they are being used for planned tasks. Identify precisely which assets are underutilised and relocate them to other areas where they can perform new tasks.

Construction productivity spotlight

75%

of construction businesses improved equipment/trailer utilisation.

64%

of construction improved efficiency.

54%

of construction businesses improved daily operations.

Source: Fleet Technology Trends Report Europe 2025



Help protect your assets from thefts

Construction site thefts are common and costly for businesses in Europe. According to ERA, equipment theft “is a huge problem in all European countries estimated to cost approximately €1.5 billion per annum across Europe”.¹¹

Also, “the value of stolen equipment will exceed €500 million per annum”;¹² this figure “includes around 30,000 units of heavy equipment with an average value of €10,000 per unit”.¹³

In terms of recovery of stolen vehicles, this can “vary from **5%** to **20%** depending on the country”.¹⁴

Investing in equipment asset trackers can provide added security from theft or to locate missing assets (powered and non powered). By using equipment asset trackers, fleet managers can remotely locate and manage valuable items like equipment, assets, trailers, and generators.

The right equipment asset trackers should include the following:

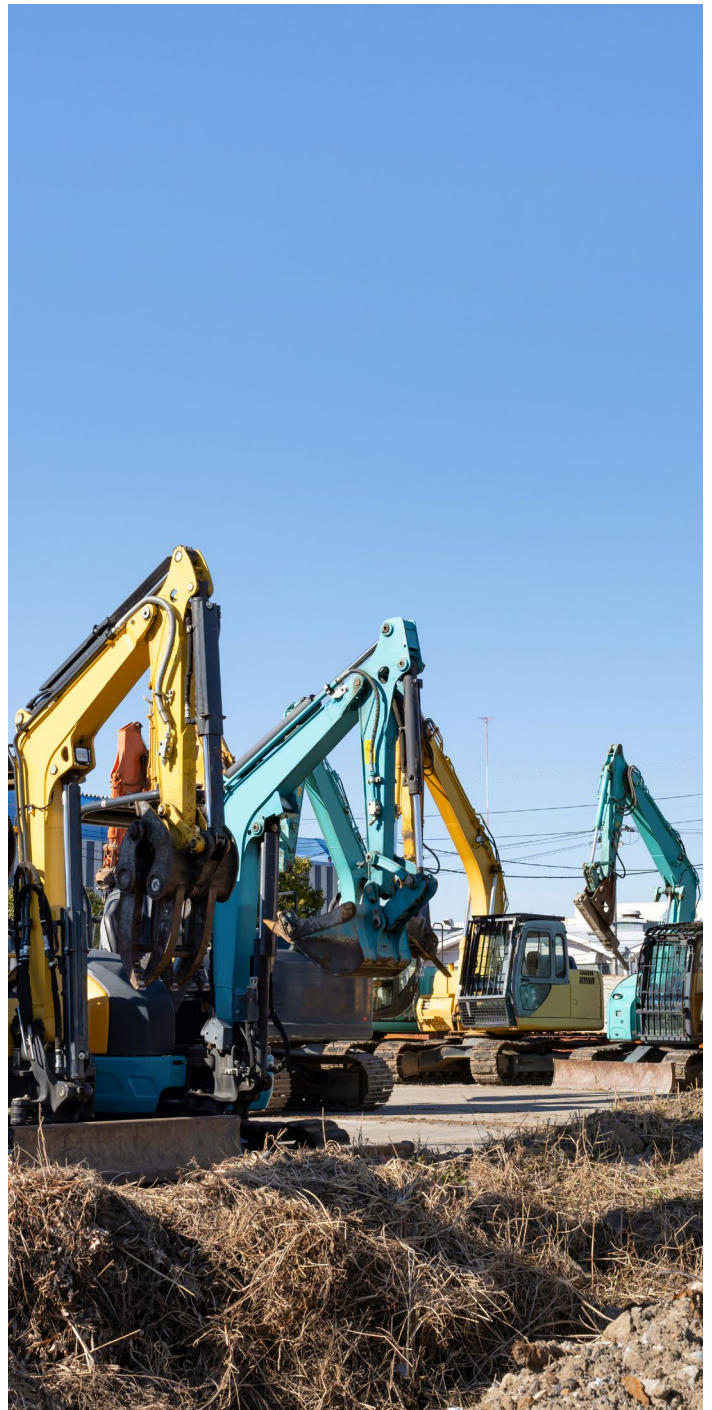
- Near real-time notification when an asset is used during unauthorised time periods or off-hours
- Near real-time notification if an asset is moved or towed
- Near real-time notification if an asset is taken outside specified geofenced areas
- The ability to locate assets and assist in theft recovery using breadcrumb tracking

Construction security spotlight

75%

of construction respondents improved equipment/ trailer security.

Source: Fleet Technology Trends Report Europe 2025



Boost your fuel efficiency in your construction company

One of the top challenges for construction companies is to reduce fuel consumption for machinery and equipment.

And one of the worst practices is idling. Idling engines wastes fuel - with a “large diesel engine wasting up to one gallon of fuel for each hour it is left idling” according to the Centre for Low Emissions.

Furthermore, “idling also reduces the engine life and the time between maintenance as well as contributing to air pollution”.¹⁵

In terms of fuel economy, “engine idling can be a significant operating cost. On average, equipment on construction sites are idle around **25%** of the time. HGVs are idle up to **50%** of the time”.¹⁶ This can be affecting the profitability of your business.

Using a technology such as GPS asset tracking to monitor and establish an anti-idling policy in the company is a fuel efficiency based strategy that can positively impact the bottom line of the company.

Establishing some best practices across the company could help. Here's some suggestions:

- Do not idle for more than 1 minute, warm up the engines driving rather than idling.
- Use auxiliary power units for heavy equipment to reduce fuel consumption.
- Implement a GPS asset tracking solution to monitor idling and coach your team to avoid excessive engine idling.

Construction fuel efficiency spotlight

23%

of construction businesses decreased idling.

55%

of construction businesses reduced fuel consumption.

Source: Fleet Technology Trends Report Europe 2025



Cost savings are crucial for construction companies

According to our latest Fleet Technology Trends Report 2025, the construction businesses that implemented fleet management technologies in their activities last year achieved significant cost saving from strategic areas like fuel, accident costs, labour costs and vehicle maintenance. All of which have a direct impact on their bottom line.

Further to this, the construction industry achieved a **24%** fuel cost reduction, **19%** accident cost reduction, **18%** labour cost reduction, **16%** vehicle maintenance cost reduction and **20%** insurance cost reduction



	2024 Europe	All industries	Services	General Freight	Passenger Transportation	Construction	Government
 Fuel cost reduction		24%	22%	23%	23%	24%	24%
 Accident cost reduction		19%	20%	18%	18%	19%	19%
 Labour cost reduction		19%	20%	18%	21%	18%	18%
 Vehicle maintenance cost reduction		16%	14%	16%	18%	16%	16%
 % decrease in insurance costs		20%	22%	21%	21%	20%	20%

Wrap-up on some of the benefits of GPS asset tracking software

Asset tracking systems help in a variety of ways to directly impact your bottom line:

- 1. Improve maintenance schedules:** engine hour alerts can let you know when a generator is in need of preventive maintenance and help extend its life lifecycle. Our asset tracking solutions can help you:
 - Track engine hours based on usage metrics
 - Create reminders for scheduled maintenance and part replacement
 - Log service for historical data
- 2. All your asset data in one place:** combine your asset tracking system with GPS vehicle tracking to see where your entire fleet of vehicles, people and equipment are at any time from one web based dashboard or smartphone iOS / Android app.
- 3. Improve security with geofence alerts:** know when valuable equipment leaves a geofenced jobsite so you can reduce theft and unauthorised use.
- 4. Get more out of your assets and equipment:** monitor your valuable equipment with the help of Verizon Connect asset tracking solutions. Find new ways to enhance workflows, improve utilisation, track maintenance and extend the life of your assets.
- 5. Protect your assets wherever you go:** monitor near real-time asset locations and stay in control of your valuable assets when you are away from the office with your mobile device (Apple iOS and Android).





Verizon Connect can help

The Verizon Connect asset tracking solution helps you gain a detailed view of all your assets and how operations are performing, so you can look to improve strategic areas of your business, such as safe driving, better visibility to manage multiple sites and resources and increased equipment uptime. All of this has a direct impact on your bottom line.

Businesses in the construction industry are also turning to technology, like GPS vehicle tracking and dashcams to help them solve a variety of tough operational challenges, prioritise safety and improve productivity.

Learn all the ways organisations are leveraging fleet management in the Fleet Technology Trends Report Europe 2025.

Connect your fleet. Call 01 413 1250 or visit verizonconnect.com/ie to learn more about our powerful fleet, easy-to-use fleet solutions for businesses of all sizes.

¹ <https://www.smeunited.eu/policies/sectors/construction>

^{2&3} <https://ceramicworldweb.com/en/economics-and-markets/european-construction-recovery-expected-2025>

⁴ <https://ec.europa.eu/eurostat/web/products-euro-indicators/w/4-18012024-ap>

^{5&6} <https://think.ing.com/articles/eu-construction-outlook-strong-decline-this-year-but-signs-of-recovery-for-2025/#a3>

⁷ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Accidents_at_work_statistics

⁸ <https://www.internationalrentalnews.com/news/the-european-rental-association-releases-its-2024-market-report/8039571.article>

^{9&10} <https://erarental.org/>

^{11,12,13&14} <https://erarental.org/publications/era-guide-for-theft-prevention/>

¹⁵ <https://clec.uk/advice/mitigation/anti-idling-campaigns>

¹⁶ <https://www.energy.gov.au/business/sector-guides/construction>.