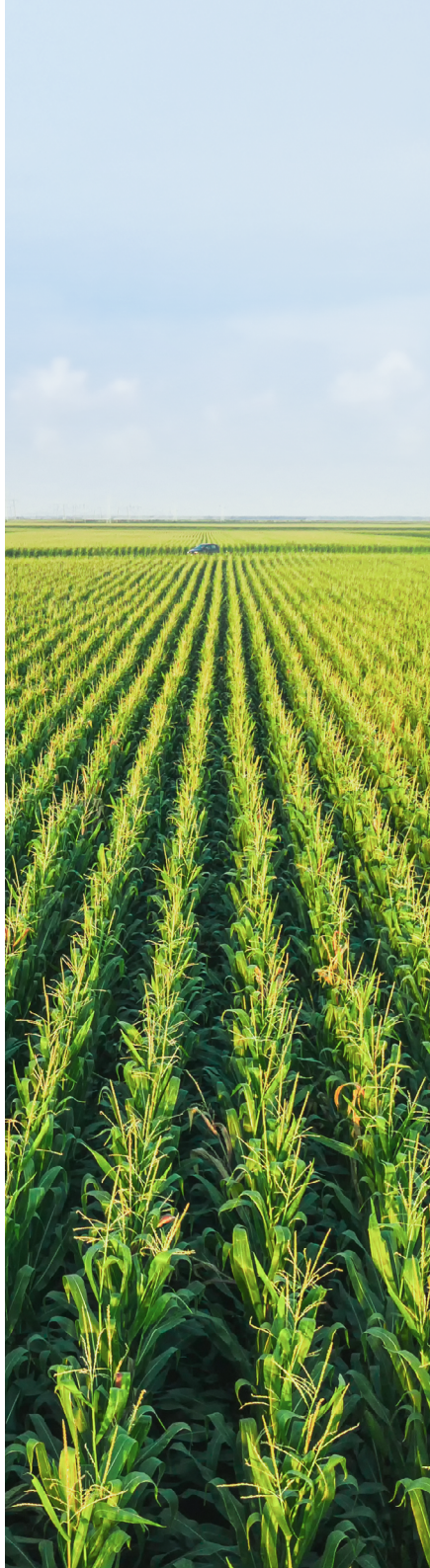




# **HARVESTING EFFICIENCY THROUGH SMARTER FLEET MANAGEMENT**

## **Agricultural fleet management solutions for New Zealand farmers**

Explore EROAD's fleet management solutions designed to optimise operations across the nation's agricultural sector.



# WHY NZ FARMING NEEDS SMARTER FLEET MANAGEMENT

As vital as agriculture is, the sector is under immense pressure to evolve.

With tight margins, tough terrain, and increasingly stricter compliance demands, traditional farming practices are giving way to technology-driven approaches that optimise efficiency and sustainability.

This is particularly important in fleet management, where the diversity and complexity of agricultural assets—from tractors and harvesters to utility vehicles and specialised equipment—demand sophisticated management solutions.





New Zealand's dairy,  
red meat, wool, and  
horticultural exports  
are expected to earn  
around **\$45.2 billion**



**360,367** New Zealanders  
work in food and fibre

## Key drivers of change

Several factors are accelerating the adoption of advanced fleet management technologies in New Zealand's agricultural sector:

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### Economic strains

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Rising operational costs, particularly fuel expenses, are squeezing profit margins for farmers.



### Regulatory requirements

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Complex compliance obligations, including Road User Charges (RUC) management, require robust tracking and reporting systems.



### Operational inefficiencies

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Suboptimal utilisation of farm vehicles and equipment means lost profits and unnecessary spending.



### Sustainability mandates

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New Zealand's commitment to reaching net-zero emissions by 2050 places significant pressure on the agricultural sector, which accounts for 50% of the country's greenhouse gas emissions.



### Connectivity challenges

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Remote farming operations often struggle with limited mobile reception, hampering real-time visibility and communication.



# FARMING AT SCALE: TOO MUCH GROUND TO COVER?

With [13.2 million hectares of farmland](#) spread across the country, New Zealand's agricultural sector covers more ground than any one person—or team—can realistically manage without help. On top of that, [over 28,000 vehicles are registered for agricultural use](#), with most farms operating a diverse mix of equipment and vehicles that each need to be maintained. Managing it all efficiently is nearly impossible without clear, total visibility.

## How operational blind spots cost you big time

Without proper fleet visibility, farms experience multiple inefficiencies:

### RUC overpayment

Manual mileage tracking rarely captures the full picture, especially when a vehicle splits time between road and paddock. That often means you're paying full Road User Charges for off-road travel you shouldn't be charged for.

### Excess fuel consumption

Poor route planning and excessive idling add up fast. Without real-time data, vehicles often take the long way around—or stay running longer than they should—burning through fuel budgets with no return.

### Maintenance inefficiencies

Waiting for things to break is a costly gamble. Reactive maintenance means avoidable breakdowns during harvests or peak seasons —when downtime is most disruptive and expensive.

### Resource underutilisation

Without centralized tracking, some machines get overworked while others are left to collect dust. The result? Faster wear and missed productivity.

### Administrative burden

Paper logs and disconnected systems eat up hours every week. Your team spends more time reconciling spreadsheets than making operational improvements—dragging down efficiency across the board.

# SOWING SOLUTIONS, REAPING RESULTS

From rising fuel costs to connectivity issues in remote areas, farmers face unique challenges that EROAD can help alleviate.

## Simplify RUC compliance

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EROAD automates off-road tracking so you only pay what you owe—saving time and money.

- Paperless RUC with digital records
- Automated off-road refunds
- Easy, audit-ready reporting
- Less admin, more accuracy

## Stay connected anywhere

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No signal? No problem. EROAD's satellite tech keeps your fleet visible and your team safe—no matter how remote.

- Location tracking even without cell coverage
- Emergency comms when it counts
- Reliable data, 24/7

## Cut emissions, save costs

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Get on track toward a greener New Zealand. EROAD gives you the data you need to act.

- Emissions tracking and reporting
- Tools to support fuel-efficient transitions
- Insights to reduce consumption
- Benchmarking for accountability

Do away with the guesswork. EROAD empowers agricultural fleet managers with actionable insights to cut unnecessary costs, stay compliant with regulations, and drive sustainability initiatives.

## Prevent costly downtime

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Breakdowns during peak season? Not on our watch. EROAD keeps your operations running with proactive maintenance tools.

- Smarter service schedule cuts downtime
- Digital inspections to spot issues early
- Real-time fault alerts for immediate fixes

## Protect your drivers and your bottom line

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- EROAD helped [Open Country Dairy](#) avoid a million-dollar mistake—thanks to dashcam footage that proved their driver wasn't at fault.
- HD video for faster incident resolution
- Quick and easy access to footage
- Real-world clips to support driver coaching



# EROAD TOOLS FOR SMARTER AGRICULTURAL FLEET MANAGEMENT

EROAD provides a range of products that are designed to optimise efficiency and streamline modern farming operations.



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## Etrack G70

The G70 offers real-time location tracking, an in-built odometer, and run-hour monitoring for accurate billing and preventive maintenance scheduling.



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## Iridium Edge™

A reliable satellite communications device that extends coverage beyond phone networks, ensuring global connectivity. It integrates easily, has a low-cost adoption rate, and works in areas with limited signal strength.



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## MyEROAD Sustainability Module

Get insights, predictions, and actionable recommendations to reduce fuel consumption and improve sustainability, with AI-driven intelligence tailored to your fleet's needs. It even benchmarks your performance against other New Zealand fleets.



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## Etrack Oyster 3

The Oyster3 is perfect for long-lasting battery life and frequent updates, entering sleep mode when stationary to preserve power.



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## EROAD automated off-road claims

Stop chasing paperwork. EROAD tracks off-road travel, handles refund calculations, and generates RUCOR claims—saving you time and putting money back in your pocket.

# FUTURE-PROOF YOUR FARMING OPERATIONS

EROAD stands out as the premier choice for corporate fleet management in New Zealand:



## All-in-one platform

Manage your entire fleet with a single, integrated system. From [fuel management](#) to [driver insights](#), everything you need is at your fingertips.



## Proven track record

With over 240,000 connected units globally, EROAD's reliability is unmatched in the industry.



## Tailored for New Zealand

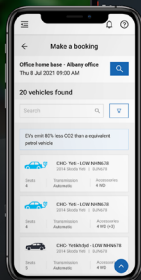
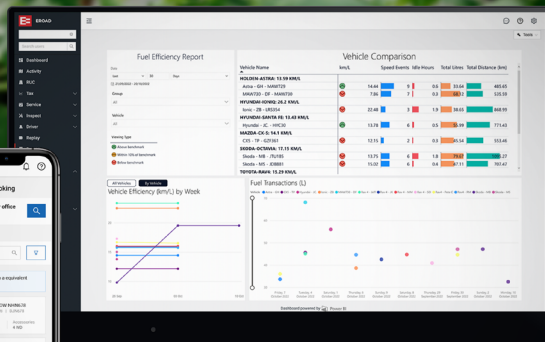
[Local support and customisable solutions](#) ensure you're always compliant with NZ regulations.



## Cost effective

With a [variety of plans](#) available, EROAD offers unbeatable value for fleets of all sizes.





Streamline your entire operation, driving efficiency, safety, and sustainability with one integrated package.



## LET'S CONNECT

Transform your agricultural fleet management today. Contact EROAD for a free demo and discover how our innovative solutions can help you stay acres ahead of farming's toughest challenges.

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