

For Immediate Release

Webfleet unveils new fleet analytics and asset management solutions at IAA TRANSPORTATION 2026

Fleet Insights and Asset Management 360 help transport operators turn vehicle and asset data into clearer insights, faster decisions and more effective operations.

Amsterdam, 1 September 2026 – Webfleet, Bridgestone’s advanced fleet management solution, will showcase its new solutions Fleet Insights and Asset Management 360 at IAA TRANSPORTATION 2026 in Hannover, Germany from 15-20 September.

Fleet Insights helps transport operators see where performance can improve, combining benchmarking with AI-powered guidance. Asset Management 360 brings vehicles, trailers, equipment and other powered and non-powered assets together in a single platform, helping businesses improve visibility, utilisation and control across their operations.

Under the theme “See more. Know more. Do more. Advanced fleet management the easy way”, Webfleet will demonstrate how connected fleet and asset data can help transport operators move from visibility to decisive, meaningful action.

“Transport operators have more data than ever before, but data alone doesn't improve performance,” said Jan-Maarten de Vries, President of Fleet Management Solutions at Bridgestone.

“The role of the fleet manager is evolving from monitoring operations to driving operational intelligence. By combining connected vehicle and asset data with advanced analytics and artificial intelligence, we can help our customers identify what to focus on, understand where action is needed and make faster, smarter decisions that improve business performance.”

Fleet Insights links benchmarking with AI-powered recommendations

Fleet Insights is a new analytics solution within Webfleet that turns complex fleet data into clear, actionable performance insights. It brings key performance indicators, peer benchmarking and performance trends together in a single view. As fleets generate increasing volumes of data, it helps fleet managers quickly identify performance gaps and decide which actions are likely to have the greatest operational impact.

Using more than 200 anonymised fleet profiles, it shows fleet managers how their performance compares to similar operations, matched by fleet size, vehicle mix, industry, geography and road use.

Fleet Insights builds on Webfleet's AI-powered Fleet Advisor introduced in 2025. Fleet Advisor lets users ask questions of their fleet data and receive immediate answers. Users can move directly from any insight on the Fleet Insights dashboard to Fleet Advisor to explore vehicle, driver and operational performance in more detail.

Fleet Insights is now available across all Webfleet markets.

Further updates are planned for availability at the end of October: AI-powered recommendations in Fleet Advisor will help managers identify root causes and prioritise the actions most likely to improve performance. Together, these capabilities help fleet managers ask questions of their data, see where action is needed and get clear recommendations to act on.

Asset Management 360 previewed: All vehicles and movable assets in one place

Asset Management 360 will enable businesses to manage vehicles, trailers, equipment and other powered and non-powered assets from a single platform. Bringing location and utilisation data together will help operators reduce admin work, locate equipment faster and make better use of their assets.

Asset Management 360 is being previewed at IAA TRANSPORTATION 2026 ahead of its planned launch in the coming months. It will include LINK 330, a compact, battery-powered tracking device for non-powered assets such as containers, construction equipment and small trailers. With this addition, businesses will be able to take control of all vehicles and movable assets in one place.

Webfleet at IAA TRANSPORTATION 2026

Webfleet will exhibit under the Bridgestone umbrella in Hall 12 Booth B63, while its reseller network will represent the company in Hall 25.

Alongside Fleet Insights and Asset Management 360, Webfleet will demonstrate technologies for predictive maintenance, driver management and coaching, compliance, video telematics, fuel and CO₂ reporting, and transport management integrations.

Webfleet executives will also contribute to the IAA programme:

- **16 September, 12pm, main stage, hall 18:** Jan-Maarten de Vries, President Fleet Management Solutions at Bridgestone, will present on how the role of the fleet manager is evolving into that of an operational intelligence leader.
- **17 September 12pm, Transport Forum, Industry Stage, hall 13:** Wolfgang Schmid, Head of Central Region at Webfleet, will join a panel discussion exploring the role of artificial intelligence in the transport industry.

Visitors can explore the full range of Webfleet solutions at IAA Transportation in Hannover, Germany from 15 to 20 September. The media day will be held on 14 September.

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About Webfleet

Webfleet is Bridgestone's globally trusted fleet management solution. More than 50,000 businesses across the world use it to improve fleet efficiency, support drivers, boost safety, stay compliant and work more sustainably. For more than 25 years it has been empowering fleet managers with data-driven insights that help them optimise their operations.

Webfleet contributes towards the delivery of The Bridgestone E8 Commitment. This broad, global corporate commitment clearly defines the value Bridgestone is promising to deliver to society, customers and future generations in eight focus areas: Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business.

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