



# Don't get stuck with the wrong fleet tracker: The hidden cost of auto-renewal contracts

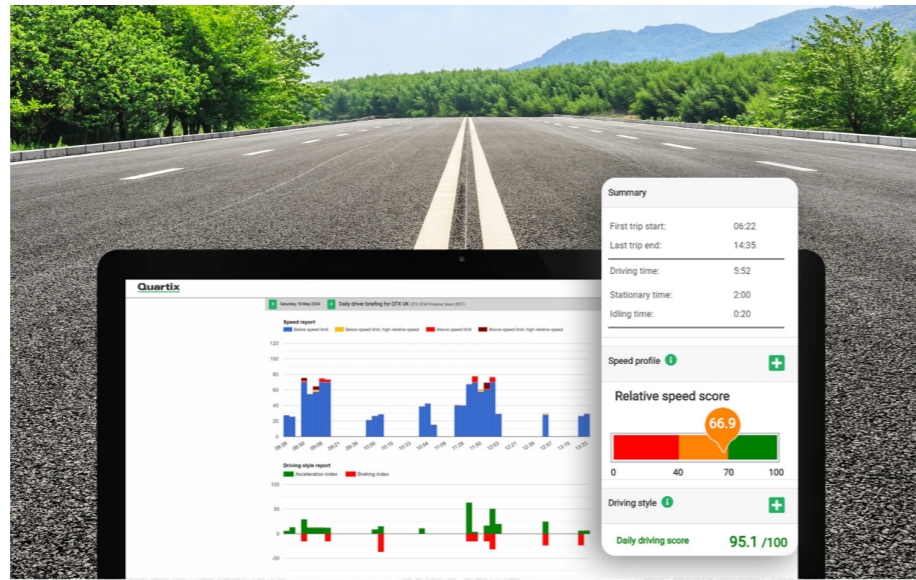
**A**uto-renewals are a contentious topic in the fleet tracking industry. With everyone feeling the financial pinch, businesses want to decide exactly how their money is spent, and contracts that automatically renew can be a nasty trap.

## The danger of auto-renewals

I still hear many stories from fleet managers who have been caught out by a supplier's auto-renewal clause. What surprises me is they rarely know it's in place when they sign the original contract.

Just as they're doing their research and gearing up to switch providers, they are unknowingly locked into another lengthy term on all their trackers because their contract automatically renewed. This leaves them with little choice: either pay a large exit fee or continue paying for a solution they no longer need or want.

Recently, we welcomed a customer who had been with their previous provider for more than 12 years, only to be caught by an auto-renewal that extended their contract by another three years. This experience left them with a bitter taste in the mouth and damaged a long-standing business relationship. They could not



believe the company had done this to them, and that they hadn't had the decency to let them know it was happening – they felt robbed.

I see no possible advantage to auto-renewals. It's inconvenient for you, the customer, and it takes away your right to choose. It's likely that your needs and circumstances will have changed since you initially signed up, or that the price of the system is no longer competitive. Why shouldn't you benefit from the opportunity to discuss those changes?

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## How to avoid the auto-renewal trap

If you're evaluating fleet tracking suppliers, here's my advice: Read the fine print carefully. Many vehicle tracking contracts hide auto-renewal clauses in the terms and conditions, sometimes requiring around six months' notice to cancel. Check the terms to avoid surprises.

Set a calendar reminder before your cancellation deadline (not when your contract is due to end), allowing you plenty of time to review your options and avoid being trapped for years in a solution that no longer fits your business.

Your business needs a flexible, reliable tracking solution that can adapt to your changing needs, without hidden clauses. When you're treated with transparency and respect, the decision to stick with a supplier is an easy choice.



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