

## **Coastal Pacific Xpress Installs SkyBitz Asset Tracking Technology**

### **Company Expects to Substantially Increase Asset Utilization**

Sterling, Va. - Coastal Pacific Xpress Inc. (CPx), one of the largest and fastest-growing truckload carriers in Canada, has selected the patented Global Locating System (GLS) asset tracking technology from SkyBitz for its fleet of more than 700 trailers. Headquartered in Surrey, British Columbia, CPx specializes in temperature-controlled and just-in-time delivery across North America for the food industry and has been consistently honored as one of the ten best-managed companies in British Columbia.

Instead of upgrading its incumbent trailer tracking system, CPx chose to retrofit its fleet with the SkyBitz GLS 210 solution for roughly the same cost because the SkyBitz technology offers numerous advantages and efficiencies.

"SkyBitz has a more interactive, modernized Web interface and deeper detention reporting capabilities," commented CPx IT Manager Clint Hall. "SkyBitz also has an active Research & Development group and has already incorporated our feedback into product and service enhancements."

In addition, CPx is using the geofencing capabilities offered by SkyBitz to set geographic boundaries for its trailers - especially in irregularly shaped yards. The carrier is also employing the SkyBitz Smart Sensor Tracking to receive an instant alert when any trailer is stopped for more than 10 minutes.

"Our asset tracking technology empowers fleets of all sizes to improve their bottom line by enhancing operational efficiencies," said Roni Taylor, executive vice president for SkyBitz. "We're confident that the SkyBitz solution will help CPx to substantially increase asset utilization."

The ease of installation for the SkyBitz mobile units enabled CPx to outfit its entire trailer fleet in less than six months, with nearly all installations performed from a single location.

### **About SkyBitz**

SkyBitz developed the revolutionary Global Locating System (GLS) technology to give customers the ability to track un-powered assets by utilizing wireless satellite technology and centralized position calculations. The two-way GLS satellite communicator is compact, easy to install and provides multi-year battery life. Throughout North America, more than 450 intermodal and trucking fleets currently rely on the cost-effective SkyBitz GLS technology to track more than 150,000 mobile assets and achieve total asset visibility, improve security, lower operating costs and enhance customer service. Headquartered in Sterling, Va., SkyBitz is a privately held company financially backed by CIBC Capital Partners, AIG Highstar Capital, Inverness Capital Partners, Motorola Ventures and ITV a fund of Cordova Ventures. For additional information, visit [www.skybitz.com](http://www.skybitz.com).