

## Autoalert Announces Fleet Tracking Marriage to Media

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<http://server2.pressreleasepoint.com/autoalert-announces-fleet-tracking-marriage-media>

The modern solution to this very modern problem could lie, it seems, in a tie up with vehicle tracking companies and iPhone apps.

“By working with companies to do an app they get the expertise to develop a new product which has resonance with their readers,” announced head of award winning AutoAlert, Richard Harris. “In return, the company gets the marketing expertise and broad reach which can lead to increased sales of apps. Revenue is then shared.”

Well, when you think the Metro had approximately 100,000 downloads of the app version of the newspaper in the first week, there is certainly good scope for thought.

“From the perspective of a tracking company,” adds Richard, “rather than look for agents, distributors or shops to sell the units, they can get more revenue from "virtual" products which are selling through new distribution channels like iTunes. So, new partnerships like this further help this strategy.”

When everything is moving virtual and the world becomes digital, virtual channels are now ‘boss’ it seems, including newspapers. By joining forces, tech savvy companies like AutoAlert and Metro get a win, win situation to stay ahead: the tracking company gets a massive distribution and Metro get new exciting apps to show in their paper.

Are there more businesses doing the same?

**Press Contact:**

Richard Harris  
AutoAlert Limited  
229 Rotherhithe Street  
London, SE16 5XW

info@autoalert.me.

T: 0207 394 7457

<http://www.autoalert.me.uk>