

April 19th 2018



Trackunit acquires Satrak

Trackunit A/S (“Trackunit”) today announced its acquisition of the UK based telematics provider Satrak UK Ltd (“Satrak”). Trackunit’s acquisition of Satrak makes Trackunit the leading machine telematics provider in the UK and further strengthens Trackunit’s position in Europe within the machine telematics market. The investment is the second European acquisition made by Trackunit in the last 2 years.

“With the acquisition of Satrak, we are further strengthening our position in the European market for telematics solutions through M&A to complement our strong organic growth. Satrak has an impressive customer base and has brought together a skilled and dedicated employee group. Their strong market position in the UK with significant telematics knowhow supplements our business very well. The combination of Trackunit and Satrak will strengthen our joint customer offering in the future”, says Joergen Raguse, CEO of Trackunit Group.

Satrak will continue its operations in Leeds, UK, and will gradually move to operate under the Trackunit brand. Satrak’s customer base will benefit from access to Trackunit’s next generation telematics solutions going forward.

“I am proud of what Satrak has developed into when it comes to a dedicated and talented staff, product offerings and valuable customer relationships. I think this is a good time for us to take a leap into the future by being part of a larger international organization. I am confident that for Satrak this is the right move at the right time”, said Dan Walton, owner and founder of Satrak UK Ltd.

Trackunit focuses on developing customer centric telematics solutions adding business value based on fleet data. The ability to develop new Software-as-a-Service (SaaS) wrapped around fleet data is at the very core of Trackunit’s strategy. With the acquisition of Satrak the installed base of telematics units surpasses 300,000 vehicles and machines globally.

About Satrak:

Satrak is a UK based telematics provider for mainly plant equipment with a strong footprint in the UK. The company has a large installed base of customers comprising machine operators and leasing companies.

Further information on Satrak can be found on the website: www.plantsecurity.co.uk

About Trackunit:

Trackunit is a global company specializing in telematics solutions for all sizes of fleets across a wide range of industries. The solutions meet the challenges and demands of businesses world-wide within a variety of sectors, including the transport, service and construction industries as well global machine OEMs. Since 2003, Trackunit has specialised in the design, development and production of fleet management systems, which include subscriptions offered on a Software-as-a-Service basis. Trackunit is headquartered in Aalborg, Denmark and has more than 150 employees.

Further information on Trackunit can be found on the website: www.trackunit.com