

Blue Tree Systems Inc. a provider of trailer tracking, reefer monitoring and fleet management solutions, announced that First Choice Transport is equipping its entire fleet of trailers with the new R:Com Dot trailer tracking solution and will be outfitting its tractor fleet with the R:Com Fleet Management Solution in the near future. The Fort Worth, Texas-based interstate truckload carrier says it is using the Blue Tree systems to monitor and control operations more efficiently and productively.

“We’ve been using tracking and asset management systems for over 15 years now,” says Carla Luig, president and chief executive officer of First Choice Transport. “With R:Com, we can manage assets in real time. R:Com’s ability to provide location and detailed tracking history, as well as geofence locations so we can monitor untethered trailers, is also very beneficial.”

First Choice Transport’s decision to upgrade all of its trailers to the new R:Com Dot trailer solution coincided with the replacement of the entire fleet. As the 175 new 53-foot Great Dane dry freight vans are being added to the fleet, they are being equipped at the factory by the OEM with the R:Com Dot system. The 85 tractors in the First Choice fleet will be outfitted with R:Com systems by a local vendor during routine maintenance intervals. Installation is expected to take about one hour per vehicle.

Integration between the Blue Tree Systems and First Choice Transport’s dispatch and enterprise management solutions is nearing completion, and Blue Tree already has completed training of fleet personnel on the R:Com systems. The carrier’s driver recruiter and safety director will train drivers.

“By choosing Blue Tree’s R:Com system, First Choice Transport is adopting a highly reliable set of solutions for managing its fleet of tractors and trailers,” says Charlie Cahill, CEO of Blue Tree. “The R:Com system will provide a comprehensive range of features designed to maximize fleet efficiency, reduce costs and improve customer service. We are very pleased that First Choice Transport has chosen Blue Tree to address its fleet management requirements, and we look forward to serving them.”