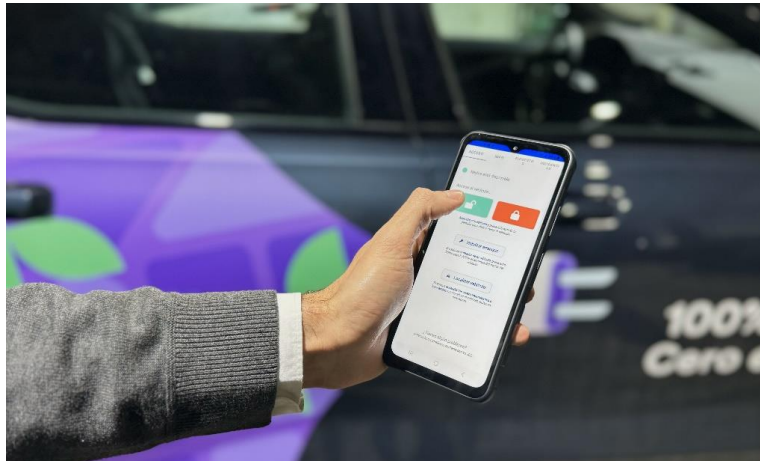# Vecttor automates its fleet with digital key solution from Geotab through Telefónica Tech

- Telefónica Tech and Geotab implement the 'Keyless' solution in Vecttor so that drivers can open and close the vehicles, turn the engine on and off, and locate the cars from the 'Vecttor Drivers' app.

- The solution will provide full fleet traceability, simplifying processes and increasing operational efficiency.

Madrid, 31 March 2025. Vecttor, a subsidiary of the Cabify group, takes another step forward in its commitment to innovation and digitalisation together with Telefónica Tech and the connected transport solutions company Geotab. The VTC vehicle company will implement, hand in hand with both companies, the 'Keyless' technological solution to optimise its operational efficiency and continue moving towards more sustainable and safer mobility.

'Keyless' is the digital key solution from Geotab, included in Telefónica Tech's portfolio, which allows the access and start of a vehicle to be controlled from a mobile device, complementing the telematic data, to improve the driving experience. In this way, it eliminates the need for drivers to exchange physical keys to share vehicles, guaranteeing them a simpler, more comfortable and safer experience, while providing companies with greater flexibility and efficiency in the use of their fleet.

Compatible with any brand and model of car with a remotely operated key (including electric and hybrid), 'Keyless' will add extra security to Vecttor by allowing the vehicle to be unlocked, locked and remote start inhibited from the drivers' app (Vecttor Drivers) to prevent misuse and block vehicles in the event of fines or incidents. In addition,

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'Keyless' will facilitate the real-time location of cars and the switching on of lights in order to have full visibility of the fleet and to be able to reduce, reuse or redeploy vehicles and increase their utilisation.

The complete automation of Vecttor's fleet, consisting of more than 3,000 vehicles distributed in Madrid, Barcelona, Seville, Valencia and Malaga, will allow the company to know who is behind the wheel at all times and, therefore, be able to identify the best driving practices, the safest and most efficient drivers.

'Keyless' also simplifies processes and achieves greater operational efficiency by being able to manage empty kilometres with data, save time in the management of physical keys and reduce costs such as duplicate keys or fuel consumed for driving without an occupant to hand over the vehicle to another driver.

Jacobo Domínguez, CEO of Vecttor, highlights that "technological innovation is fundamental to transform the transport sector and, thanks to the implementation of this solution, it not only improves operational efficiency, but also provides drivers with a smoother and safer experience. The collaboration between Vecttor, Geotab and Telefónica is leading the way towards a more sustainable, innovative and efficient mobility, in line with our commitment to constant improvement".

José Manuel Caramés, IoT pre-sales director at Telefónica Tech, says: "Vecttor is at the cutting edge of technology and it is a pleasure that they continue to trust in our experience and that of our partner Geotab so that we can accompany them in their digital transformation with solutions, such as 'Keyless', that promote more efficient and sustainable driving. This is yet another example of the important role that connectivity plays in generating data that helps make better business decisions".

Iván Lequerica, Vice President, EMEA at Geotab, adds: "We see a great opportunity to continue to expand our collaboration with a leading company like Vecttor through Telefónica Tech. The implementation of our solution 'keyless' not only optimises vehicle management and facilitates the daily work of drivers, but also marks a key step towards a more data-driven, safe and connected mobility model in Spain".

This new agreement follows the one reached in 2023, when [the three companies teamed up to launch a comprehensive fleet management service](#) aimed at increasing the efficiency of Vecttor's fleet and reducing its environmental impact, generating a reduction of 20 tonnes of CO_2 emissions per year.

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About Vecttor

Vecttor, a subsidiary of the Cabify group, is the leading urban passenger transport company in chauffeur-driven vehicles. Present in Madrid, Barcelona, Seville, Valencia and Malaga, Vecttor has a large fleet of high-end vehicles that allows it to offer its customers services by the day and by route, always adapting to their needs. Vecttor has the firm commitment to position itself as a reference in the creation of quality employment in the mobility sector, offering its employees attractive conditions and continuous training to promote their development.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data, AI and Blockchain. For more information, please visit: https://telefonicatech.com/en

About Geotab

Geotab is a global leader in connected vehicle and asset solutions, maximising fleet efficiency and management. We leverage advanced data analytics and artificial intelligence to transform fleet performance, safety and sustainability, reducing costs and driving efficiency. With the help of expert data science and engineering teams, we serve more than 55,000 customers globally, processing 80 billion data points a day from more than 4.7 million vehicle subscriptions. Fortune 500 companies, mid-sized fleets and the largest public sector fleets - including those of the US federal government - rely on Geotab. We are committed to data security and privacy, having received FIPS 140-3 and FedRAMP approvals. Our open platform, renowned partner ecosystem and Marketplace offer hundreds of fleet-ready third-party solutions. This year, we are celebrating 25 years of innovation. Learn more at www.geotab.com/es, follow us on LinkedIn or check out our blog.

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