

EVme

Real-time
Visibility for EV
Operations and
Maintenance



Akradech Chetchutithorn, Head of Fleet Management
/ Acting Chief Operation Officer

Business Scope

EVme is Thailand’s first and only 100% EV rental and purchase service provider, operating through the EVme application. With a fleet of over 2,000 vehicles across multiple leading brands and models, EVme requires real-time visibility of fleet data and service operations to manage customer pickup and delivery schedules accurately.

As part of its long-term strategy that includes carbon credit calculations, EVme requires reliable data on mileage and energy consumption.

Hence, by maintaining these operational standards, EVme aims to deliver intelligent EV management while providing a convenient, safe, transparent, and sustainable experience for their customers.

Challenges

- ⚠ Limited vehicle tracking and risk of vehicle loss
Without a centralised system to track vehicles with precise coordinates, EVme faced an increased risk of vehicle loss, particularly due to the nature of its rental operations.
- ⚠ Limited visibility into vehicle usage affecting customer satisfaction
The lack of insights into EV usage patterns made it difficult to determine timely maintenance needs. This led to a higher risk of repeated damage and unexpected breakdowns, ultimately impacting customer satisfaction.

Location

Thailand

Industry

All-inclusive EV Rental
& Purchase Services

Fleet Size

1,300+

Solutions Implementation

EVme implemented Cartrack’s fleet management system, including CANBus integration, delivery management features for vehicle pickups and returns, and API connectivity for seamless data exchange.

1. Real-time vehicle tracking and visibility

Cartrack provides accurate GPS tracking of vehicles and battery status which allows EVme fleet managers to access full visibility of fleet location and condition at all times.

2. Improved coordination of pickup and return schedules

Data from Cartrack’s fleet and battery monitoring system enables better planning for EVme to improve vehicle availability and operational efficiency.

3. Faster vehicle recovery

With precise GPS tracking and a dedicated recovery team, EVme can locate and recover vehicles quickly, which increases recovery success rates.

4. Enhanced driver behaviour monitoring

Cartrack continuously monitors driving behaviour, helping identify and correct risky patterns early to reduce accidents and vehicle damage.

5. Proactive battery health monitoring

Cartrack tracks EV battery performance and sends alerts when anomalies are detected which helps EVme operations team to make faster, informed decisions.

6. Support for carbon credit and ESG initiatives

EVme leverages Cartrack’s data to support carbon credit calculations and align with its sustainability and ESG goals.

Business Impacts

Safety, Theft Prevention & Asset Protection

100%

reduction in unauthorised vehicle usage

100%

prevention of vehicle theft

Customer Service & Delivery Efficiency

99%

improvement in on-time vehicle delivery

95%

reduction in operational complaints

98%

increase in customer satisfaction

98%

improvement in service quality and standards

Client testimonial

“Cartrack has made managing our vehicles through the EVme application significantly more efficient and transparent. With real-time vehicle tracking, accurate pickup and return scheduling, we have reduced the risk of vehicle loss. The driving behaviour monitoring system also helps us address risky patterns early and prevent further damage to our EVs. Cartrack aligns well with our sustainability goals in supporting a more efficient and long-term EV experience for our customers.”

- Akradech Chetchutithorn, Head of Fleet Management / Acting Chief Operation Officer

Conclusion

Cartrack has strengthened EVme’s operations by improving visibility, control, and decision-making. With accurate, real-time data, EVme can manage its fleet more effectively, reduce risks, and enhance customer satisfaction, while supporting its broader sustainability initiatives.