

TRACKTING

Trackting projects and produces smart GPS anti-theft devices to track, monitor and protect 2 and 4-wheeled vehicles: motorcycles, cars, vans, bicycles, scooters and, since 2020, also e-bikes and small electric vehicles.

The brand is broadly renowned for Trackting SMART, which today is considered by thousands of consumers the best anti-theft device for motorbikes (on Trustpilot and on Amazon Italy), and Trackting BIKE, with specific models for bicycles and e-bikes.

The need - The worst part of having a vehicle stolen is not just the money loss, but the emotional shock. The pain for losing a connection with some of our best memories and experiences is stronger than any economic injury.

Since its birth, Trackting has given peace of mind to more than six thousands of riders and drivers, while many people have found their bikes and cars after being robbed.

Studies have shown that after a theft only 30% of the vehicles are found, and mainly in the first 48 hours.

For this reason, Trackting devices let the users react quickly, especially during what is called the “panic moment”.

In case of theft or tampering, the device immediately sends an alert notification and a phone call to the owner, and starts tracking the vehicle in real time. In a while, the user can call the police, just by selecting a button, or share the vehicle position with someone else.

The company - With Trackting Smart, in 2018, Trackting was born as a brand, and soon became the very company name of a firm that has been operating in IoT and GPS devices for 10 years, led by CEO Claudio Carnevali.

During this time, the team has realized more than 500 thousand devices still working throughout the world.

Nowadays, the company has two headquarters in Italy: one in Rome and one in the Marche region, which is historically voted to manufacture.

Trackting is what can be called a real example of Italian craftsmanship applied to the digital industry. That's why the company has created the concept of 'digital craftsmanship', to describe the extreme attention to details that leads every step of the process.

As an innovative IoT-oriented company, Trackting believes in the unbreakable connection between technology and the human factor in every step, from product making to customer relationship.

The brand promise reflects the company mission statement: giving consumers the peace of mind of always keeping under control what they love, in the easiest way.

For this reason, the consumer experience has always been the inner focus of Trackting reputation since the very beginning, and so it is today.

The story - The idea of Trackting began with a real story: years ago the CEO Claudio Carnevali got his Honda Hornet robbed. After a little accident, he parked his motorcycle not far from home, but in less than 2 hours he realized that it had been stolen.

Soon the desire for revenge overtook the first shock. As an entrepreneur with a high experience in IoT, he decided to invent the best anti-theft device ever, so to go back riding a motorbike - but this time with no worries.

From the day of the accident to the launch of Trackting SMART, it took a few months. The first GPS anti-theft device with a cost-free embedded eSIM was displayed at Eicma 2018, the international motorcycle fair which takes place every year in Milan, Italy.

The products: Trackting devices enables high-performance components to work with a solid Cloud infrastructure and a sophisticated firmware. The result is a smart Gps device, extremely reliable for tracking, theft detection and, of course, battery saving.

Trackting SMART is specifically designed for motorcycles and cars as well. It is made of two parts: the Tracker and the keyholder wireless Tag, which lets the Tracker automatically start monitoring as soon as the owner parks the vehicle and leaves. From that moment, if someone tries to move it, Tracking SMART sends an alert notification and a phone call to the owner, while it starts tracking the vehicle, showing its position, speed and direction in real time on the map.

Easy to install and manage via App, Tracking SMART is the first anti-theft Gps device with a cost-free embedded eSIM multi-operator (for the Single Country coverage or European coverage, 50 countries): no monthly fee is required.

Shop on [Trackting store](#) : **199€** for the Single County model or **249€** or Multicountry model.

Thanks to this success and to the experience in the 2-wheeler market, Trackting also entered the industry of bicycles and e-bikes with Trackting BIKE, a new range consisting in two models depending on the type of bike: BIKE T9 is designed to be applied inside front suspension forks (1 - 1/8"). The patent-pending fixing system makes it extremely easy to install, even by inexperienced users, but at the same time shields it from forced removal. BIKE T8, on the other hand, was created to be attached to standard bottle cage holes, again with special anti-removal screws. It is therefore suitable for most bikes and e-bikes, from urban to gravel to road bikes. Moreover, with these new devices, the company has decided to deliver additional services from its App, such as insurance policies (anti-theft policies and instant insurance for renting).

Shop on [Trackting store](#) : **129€** for BIKE T9, and ... € for BIKE T8.

trackting.com



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