

GPS Tracking Device System Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Technology (Standalone Trackers, Convert Trackers, and Advance Trackers), By Network (3G & 4G), By Product Type (Handheld & Mounted), By Type (Data Loggers, Data Pushers, and Data Pullers), By End User (Automotive, Aerospace & Defense, Healthcare, and Others). By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global GPS Tracking Device System Market was valued at USD 2.01 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 9.97% through 2028.

A Global GPS Tracking Device System is a comprehensive technology framework that utilizes the Global Positioning System (GPS) satellite network to accurately determine and record the real-time geographical location and movement of objects, vehicles, assets, or individuals equipped with GPS tracking devices. These devices, typically small and portable, receive signals from multiple GPS satellites to calculate precise coordinates, which are then transmitted to a central server or platform through wireless communication networks. The system provides continuous monitoring, enabling users to track and manage assets remotely. It offers applications in various sectors, including vehicle fleet management, logistics, personal safety, wildlife tracking, and more. Users can access location data, route histories, and real-time updates through web-based interfaces or mobile apps. GPS tracking device systems are instrumental in improving efficiency, security, and safety across industries by offering insights into asset location,



movement, and performance.

Key Market Drivers

Enhanced Vehicle Security through GPS Tracking

GPS tracking systems have become a cornerstone of modern vehicle security, offering a robust deterrent to theft and aiding in the rapid recovery of stolen vehicles. This driver explores the role of GPS tracking in enhancing vehicle security, highlighting its impact on reducing theft rates and increasing overall safety.

GPS Tracking as a Theft Deterrent: GPS tracking technology acts as a formidable deterrent against vehicle theft. When potential thieves know that a vehicle is equipped with a GPS tracking system, the risk of being caught red-handed increases significantly. This knowledge alone can discourage criminals from attempting to steal the vehicle in the first place, contributing to a decrease in theft rates.

Rapid Recovery of Stolen Vehicles: In the unfortunate event that a vehicle is stolen, GPS tracking systems are invaluable in aiding law enforcement agencies with its swift recovery. These systems allow real-time monitoring of the vehicle's location, enabling law enforcement to respond promptly. This not only increases the chances of recovering the stolen vehicle but also reduces the potential for damage or loss.

Geofencing and Alerts: GPS tracking offers geofencing capabilities, allowing vehicle owners to set virtual boundaries for their vehicles. When a vehicle equipped with GPS tracking crosses these predefined boundaries, the system can trigger alerts, notifying the owner immediately. This feature enhances security by providing real-time updates on the vehicle's movement, which can be crucial in case of unauthorized use or theft.

Reducing Insurance Costs: Many insurance companies recognize the value of GPS tracking in reducing the risk of theft. As a result, they often offer discounts to policyholders who have GPS tracking systems installed in their vehicles. This financial incentive not only benefits vehicle owners but also drives the adoption of GPS tracking as a security measure.

Peace of Mind for Vehicle Owners: Ultimately, GPS tracking systems provide vehicle owners with peace of mind. Knowing that their vehicles are equipped with a reliable security measure eases concerns about theft and unauthorized use. This peace of mind extends to businesses with fleets of vehicles, as GPS tracking ensures that valuable



assets are protected.

In conclusion, GPS tracking systems have emerged as a key driver in enhancing vehicle security. They serve as effective theft deterrents, facilitate the rapid recovery of stolen vehicles, offer geofencing capabilities, reduce insurance costs, and provide peace of mind to vehicle owners. As technology continues to advance, GPS tracking is likely to play an even more significant role in safeguarding vehicles and reducing theft rates.

Fleet Management Optimization with GPS Tracking

GPS tracking systems have revolutionized fleet management by providing real-time data on vehicle location, performance, and driver behavior. This driver delves into how GPS tracking optimizes fleet management, emphasizing its role in improving operational efficiency, reducing costs, and enhancing customer service.

Real-time Vehicle Tracking: One of the primary benefits of GPS tracking in fleet management is real-time vehicle tracking. Fleet managers can monitor the precise location of each vehicle in their fleet, allowing for better coordination of tasks, route optimization, and prompt response to unexpected situations, such as accidents or delays.

Route Optimization: GPS tracking systems enable fleet managers to analyze historical and real-time data to optimize routes. By identifying the most efficient routes, fleet operators can reduce fuel consumption, minimize wear and tear on vehicles, and decrease delivery times. This not only cuts operational costs but also enhances customer satisfaction through timely deliveries.

Fuel Efficiency: GPS tracking provides valuable insights into driver behavior, such as excessive idling, harsh braking, and speeding. Armed with this data, fleet managers can implement driver training programs to promote fuel-efficient driving habits. As a result, fuel consumption is reduced, leading to substantial cost savings for the fleet.

Maintenance Scheduling: GPS tracking systems can monitor vehicle diagnostics and maintenance schedules. By tracking mileage, engine hours, and other relevant data, fleet managers can schedule maintenance proactively, reducing the risk of breakdowns and minimizing downtime. This ensures that vehicles remain in optimal condition, extending their lifespan and reducing maintenance costs.



Improved Customer Service: Efficient fleet management translates into improved customer service. GPS tracking allows for accurate ETA predictions, enabling businesses to provide customers with real-time updates on their deliveries. This transparency enhances customer satisfaction and can be a competitive advantage in industries where timely deliveries are crucial.

In conclusion, GPS tracking has become an indispensable tool for fleet management optimization. It provides real-time vehicle tracking, enables route optimization, promotes fuel efficiency, aids in proactive maintenance scheduling, and enhances customer service. As businesses continue to rely on efficient logistics and transportation, GPS tracking's role in fleet management will only become more prominent.

Safety and Compliance in the Transportation Industry with GPS Tracking

The transportation industry faces rigorous safety and compliance standards to protect both drivers and the general public. GPS tracking systems play a pivotal role in ensuring adherence to these standards and promoting safety on the road. This driver explores how GPS tracking enhances safety and compliance in the transportation industry.

Driver Behavior Monitoring: GPS tracking systems monitor driver behavior in real-time, including factors like speed, harsh braking, and erratic driving. By analyzing this data, fleet managers can identify risky behaviors and take corrective action through training and coaching. This proactive approach promotes safer driving habits and reduces the likelihood of accidents.

Hours of Service (HOS) Compliance: In the trucking industry, complying with HOS regulations is crucial for driver safety and legal adherence. GPS tracking systems automatically record driving hours and rest periods, helping drivers and fleet managers stay within the limits set by regulatory authorities. This prevents fatigue-related accidents and ensures compliance with laws.

Maintenance Alerts: GPS tracking systems can monitor vehicle health and provide alerts when maintenance is due. This ensures that vehicles are in proper working condition, reducing the risk of mechanical failures on the road that could lead to accidents. Regular maintenance also contributes to overall fleet safety.

Route Planning and Weather Alerts: GPS tracking systems can integrate with weather data to provide real-time weather alerts to drivers. This information allows drivers to adjust their routes or schedules to avoid hazardous weather conditions, ensuring safer



journeys.

Emergency Response: In case of accidents or emergencies, GPS tracking systems provide accurate location information to first responders. This enables quicker response times, potentially saving lives in critical situations.

Reducing Unauthorized Vehicle Use: GPS tracking systems help prevent unauthorized use of company vehicles. By tracking vehicle movements, fleet managers can detect and address instances of vehicles being used outside of work hours or for personal purposes, which could pose safety and liability risks.

In summary, GPS tracking systems are integral to safety and compliance in the transportation industry. They monitor driver behavior, ensure HOS compliance, facilitate maintenance alerts, aid in route planning, enhance emergency response, and prevent unauthorized vehicle use. By promoting safer practices and adherence to regulations, GPS tracking contributes significantly to the safety of drivers and the public on the road.

Environmental Sustainability with GPS Tracking

Environmental sustainability has become a global priority, and GPS tracking systems are playing a vital role in helping organizations reduce their carbon footprint. This driver explores how GPS tracking contributes to environmental sustainability by optimizing transportation and reducing emissions.

Fuel Efficiency and Emission Reduction: GPS tracking systems provide real-time data on vehicle location and performance. Fleet managers can use this information to optimize routes, reduce idle time, and promote fuel-efficient driving habits. These measures not only cut fuel costs but also result in reduced greenhouse gas emissions, contributing to a greener planet.

Route Optimization: GPS tracking allows organizations to plan routes more efficiently. By identifying the shortest and most fuel-efficient paths, vehicles spend less time on the road, reducing emissions associated with transportation. Route optimization also minimizes congestion and idling, further decreasing pollution.

Maintenance Planning: Regular vehicle maintenance is essential for optimal fuel efficiency and emission control. GPS tracking systems can monitor vehicle diagnostics and schedule maintenance based on actual usage. This proactive approach ensures that vehicles remain in good condition, reducing emissions resulting from poorly



maintained vehicles.

Reduced Paperwork and Administrative Waste: GPS tracking systems streamline administrative processes by automating tasks such as mileage tracking and reporting. This reduction in paperwork not only saves time and resources but also reduces the environmental impact of printing and disposing of paper documents.

Monitoring Carbon Footprint: GPS tracking systems can calculate and report on the carbon footprint of a fleet's operations. This data allows organizations to set emissions reduction targets and track progress toward sustainability goals. It also provides valuable information for reporting to regulatory bodies and stakeholders.

Promoting Eco-friendly Driving: Many GPS tracking systems have features that encourage eco-friendly driving behaviors, such as minimizing harsh acceleration and braking. These systems provide real-time feedback to drivers, helping them adopt greener driving habits that reduce fuel consumption and emissions.

In conclusion, GPS tracking systems play a significant role in promoting environmental sustainability by improving fuel efficiency, optimizing routes, facilitating maintenance planning, reducing administrative waste, monitoring carbon footprints, and encouraging eco-friendly driving. As organizations increasingly focus on reducing their environmental impact, GPS tracking will continue to be a valuable tool in achieving sustainability goals.

Enhanced Personal Safety with GPS Tracking

GPS tracking technology has expanded beyond vehicles and fleets to include personal tracking devices. This driver explores how GPS tracking enhances personal safety, providing peace of mind to individuals and their loved ones in various situations.

Child and Elderly Safety: GPS tracking devices designed for children and the elderly offer real-time location monitoring. Parents can track their child's whereabouts, ensuring their safety during school commutes, outdoor activities, or emergencies. Similarly, caregivers can use GPS trackers to keep an eye on elderly family members, especially those with conditions like Alzheimer's disease who may wander.

Personal Security: Individuals can carry GPS trackers as personal security devices. In potentially dangerous situations, such as traveling alone or in unfamiliar areas, a discreet GPS tracker can provide a lifeline. These devices often include panic buttons that, when pressed, send an alert with the user's location to designated contacts or



emergency services.

Hiking and Outdoor Adventures: For outdoor enthusiasts, GPS tracking devices are invaluable. They offer accurate location information, helping hikers, campers, and adventurers stay on course and avoid getting lost. In emergencies, these devices can transmit distress signals to request assistance.

Pet Tracking: GPS tracking extends to pet safety. Collar-mounted GPS trackers enable pet owners to locate their furry companions if they wander off or get lost. This technology reduces the risk of losing a pet and ensures their swift return home.

Asset Protection: GPS tracking isn't limited to personal safety; it also extends to protecting valuable assets like laptops, bicycles, and even luggage. Small, portable GPS trackers can be attached to these items, allowing owners to track and recover them if they are lost or stolen.

Emergency Response: In critical situations, such as accidents or medical emergencies, GPS tracking can save lives. When emergency services receive accurate location data from a GPS tracker, they can respond more quickly and effectively, potentially making the difference between life and death.

In conclusion, GPS tracking technology has evolved to enhance personal safety in various contexts. From keeping tabs on children and the elderly to ensuring security in risky situations, aiding outdoor adventures, tracking pets, protecting assets, and expediting emergency responses, GPS tracking provides peace of mind and safety in an increasingly connected world.

Government Policies are Likely to Propel the Market

Regulatory Framework for Vehicle GPS Tracking

Introduction: Vehicle GPS tracking technology has gained widespread adoption for various purposes, including enhancing security, improving fleet management, and promoting environmental sustainability. To ensure the responsible and ethical use of this technology while safeguarding individual privacy, governments worldwide have implemented regulatory frameworks. This policy outlines the key components of a comprehensive government policy for vehicle GPS tracking.

Data Privacy and Protection: A fundamental aspect of any GPS tracking policy is the



protection of individual privacy. Governments must establish clear guidelines regarding the collection, storage, and use of location data obtained through GPS tracking systems. This includes requiring informed consent from vehicle owners and drivers, specifying data retention periods, and outlining measures to prevent unauthorized access or misuse of location information.

Transparency and Accountability: Government policies should promote transparency among GPS tracking service providers and require them to maintain accurate records of their activities. Service providers must disclose their data collection practices, the purposes for which data is used, and the security measures in place. Accountability mechanisms, such as audits and reporting requirements, should also be established to ensure compliance.

Law Enforcement and Emergency Services Access/: To support law enforcement and emergency services, governments must define the conditions under which access to GPS tracking data is granted. This policy should balance the need for public safety with individual rights and specify the legal processes, such as warrants or court orders, required for data access.

Data Security and Encryption Standards: Ensuring the security of GPS tracking data is paramount. Governments should mandate minimum encryption and data security standards for all GPS tracking systems. This includes requirements for data encryption during transmission and storage, as well as measures to protect against hacking and data breaches.

Consumer Rights and Redress Mechanisms: Government policies should establish clear mechanisms for vehicle owners and drivers to exercise their rights regarding GPS tracking. This includes the right to access their own location data, the right to request data deletion, and the right to seek redress for privacy violations. Effective dispute resolution processes, such as ombudsman services or regulatory bodies, should be established.

In summary, a comprehensive government policy for vehicle GPS tracking should prioritize data privacy and protection, promote transparency and accountability, define access conditions for law enforcement and emergency services, mandate data security standards, and ensure consumer rights and redress mechanisms. Such a policy strikes a balance between the benefits of GPS tracking technology and the protection of individual privacy and civil liberties.



GPS Tracking in Law Enforcement and Criminal Justice

Introduction: GPS tracking technology has become an essential tool for law enforcement and the criminal justice system. It aids in tracking suspects, monitoring parolees, and ensuring compliance with court-ordered restrictions. This policy outlines the government's approach to the use of GPS tracking in law enforcement and the criminal justice system, emphasizing its responsible and ethical application.

Use of GPS Tracking in Investigations: Government policy should define the circumstances under which law enforcement agencies can deploy GPS tracking devices for investigative purposes. This includes guidelines on obtaining warrants, ensuring probable cause, and specifying the duration and scope of tracking. Policies should also address data retention and access restrictions to protect individual privacy.

Monitoring Offenders and Parolees: GPS tracking is commonly used to monitor individuals on parole or probation. Policies should establish clear rules for the use of tracking devices in such cases, including conditions of use, permissible tracking zones, and reporting requirements. These policies should strike a balance between public safety and individual rights.

Data Security and Access Control: To safeguard GPS tracking data used in law enforcement and criminal justice, government policies must mandate robust data security measures. This includes encryption during data transmission and storage, strict access controls, and audit trails to monitor data access by authorized personnel.

Legal Framework for Data Access: Government policies should articulate the legal framework for accessing GPS tracking data in the criminal justice system. This includes procedures for obtaining court orders, warrants, or other legal instruments necessary for data retrieval. Policies should also define the roles and responsibilities of relevant agencies in managing and safeguarding this data.

Public Reporting and Accountability: Transparency and accountability are essential components of responsible GPS tracking in law enforcement and the criminal justice system. Government policies should require agencies to report on their use of GPS tracking technology, including the number of devices deployed, tracking durations, and outcomes. Accountability mechanisms, such as audits and oversight bodies, should also be established.

In conclusion, government policies regarding GPS tracking in law enforcement and the



criminal justice system should ensure the responsible and ethical use of this technology. They should define the conditions for tracking in investigations, monitoring offenders, and parolees, mandate data security measures, establish a legal framework for data access, and promote transparency and accountability in its use. These policies help strike a balance between law enforcement objectives and individual rights and privacy.

GPS Tracking in Environmental Regulation and Conservation

Introduction: GPS tracking technology plays a crucial role in environmental regulation and conservation efforts. It aids in monitoring wildlife, tracking deforestation, and ensuring compliance with environmental regulations. This policy outlines the government's approach to the responsible and ethical use of GPS tracking for environmental purposes.

Wildlife Monitoring: GPS tracking is widely used to monitor the movements and behaviors of wildlife, including endangered species. Government policies should establish guidelines for deploying tracking devices on animals, ensuring that such actions are carried out with minimal disruption to their natural habitats. Policies should also address data privacy concerns, especially when tracking sensitive species.

Deforestation and Resource Monitoring: To combat deforestation and illegal resource extraction, government policies should encourage the use of GPS tracking to monitor and track logging activities and resource transport. This includes specifying the use of GPS devices on logging equipment and vehicles and establishing penalties for unauthorized logging or resource extraction.

Environmental Compliance: GPS tracking is employed to enforce environmental regulations, such as those governing emissions from industrial facilities or tracking the transportation of hazardous materials. Government policies should define the conditions under which tracking is required, specify data retention periods, and ensure that tracking information is used solely for regulatory purposes.

Data Security and Access Control: To protect environmental tracking data, government policies should mandate robust data security measures. This includes encryption during data transmission and storage, strict access controls, and audit trails to monitor data access by authorized personnel.

Public Reporting and Accountability: Transparency and accountability are vital in the use of GPS tracking for environmental regulation and conservation. Government



policies should require agencies to report on their use of GPS tracking technology for environmental purposes, including the number of devices deployed, tracking durations, and outcomes. Accountability mechanisms, such as audits and oversight bodies, should also be established.

In conclusion, government policies regarding GPS tracking in environmental regulation and conservation should ensure the responsible and ethical use of this technology. They should provide guidelines for wildlife monitoring, deforestation and resource tracking, environmental compliance, data security, and promote transparency and accountability. These policies help strike a balance between environmental conservation objectives and individual rights and privacy.

Key Market Challenges

Privacy Concerns in GPS Tracking

Introduction: While GPS tracking technology offers numerous benefits in terms of security, efficiency, and convenience, it also raises significant privacy concerns. These concerns stem from the potential for misuse of location data and the invasive nature of constant tracking. This challenge explores the privacy issues associated with GPS tracking and the need to strike a balance between its benefits and protecting individual privacy.

Data Misuse and Unauthorized Access: One of the primary privacy challenges of GPS tracking is the potential misuse of location data. When location information is collected and stored, there is a risk that it may fall into the wrong hands or be used for unintended purposes. Unauthorized access to this data can lead to stalking, harassment, identity theft, or other malicious activities.

Invasive Surveillance: GPS tracking can be highly invasive, as it allows for continuous monitoring of an individual's movements. This raises concerns about the right to privacy, as people may feel that their every move is being watched, leading to feelings of discomfort and anxiety. In some cases, such as in domestic violence situations, GPS tracking can be used as a tool for control and abuse.

Lack of Consent and Transparency: Another significant issue is the collection of location data without informed consent. In some instances, individuals may not be aware that their vehicles, smartphones, or wearable devices are equipped with GPS tracking capabilities. This lack of transparency can erode trust and lead to privacy violations.



Data Retention and Security: The storage and retention of GPS tracking data pose additional challenges. Prolonged retention periods increase the risk of data breaches and unauthorized access. Even if data is collected for legitimate purposes, such as fleet management or public health, there must be strict safeguards in place to protect it from cyberattacks or leaks.

Legal and Regulatory Gaps: The regulatory landscape for GPS tracking varies widely across regions and industries. In many cases, existing laws and regulations have not kept pace with the rapid advancements in technology. This results in legal and ethical ambiguities regarding the use of GPS tracking, making it challenging to establish clear guidelines for responsible and privacy-conscious usage.

Balancing Benefits and Privacy: The central challenge in addressing privacy concerns related to GPS tracking is finding a balance between the technology's benefits and safeguarding individual privacy. While GPS tracking offers advantages such as improved safety, efficiency, and convenience, it must be implemented with strong privacy protections to prevent abuse and violations of personal space.

Conclusion: GPS tracking technology has the potential to greatly benefit society, but it also presents significant privacy challenges. Concerns about data misuse, invasive surveillance, lack of consent, data retention, and legal gaps must be addressed through clear regulations, transparent practices, and robust security measures. Striking the right balance between the advantages of GPS tracking and the protection of individual privacy remains a critical challenge in the digital age.

Security Vulnerabilities in GPS Tracking

Introduction: As GPS tracking technology becomes more integrated into various industries and everyday life, it also becomes a target for security threats and vulnerabilities. This challenge explores the security risks associated with GPS tracking systems and the need for robust measures to protect against potential attacks and breaches.

Spoofing and Jamming: One of the most significant security challenges in GPS tracking is the susceptibility to spoofing and jamming attacks. Spoofing involves sending fake GPS signals to mislead tracking devices, causing them to calculate incorrect locations. Jamming involves emitting radio frequency interference to disrupt GPS signals, rendering tracking devices temporarily useless. These attacks can be carried out by



malicious actors with relative ease, posing risks to navigation, transportation, and security.

Unauthorized Access and Data Theft: The data generated by GPS tracking systems can be valuable to malicious actors. Unauthorized access to this data can result in privacy violations, identity theft, or even corporate espionage. Data theft can occur through cyberattacks targeting GPS tracking software or by physically tampering with tracking devices.

Device Vulnerabilities: GPS tracking devices themselves are not immune to security vulnerabilities. Many tracking devices rely on network connections to transmit data, and these connections can be exploited. If device manufacturers do not regularly update and patch vulnerabilities, they become easy targets for cyberattacks.

Privacy Concerns as Security Risks: While privacy is primarily a privacy concern, it also poses security risks. Tracking an individual's movements without their knowledge or consent can lead to hostile situations, especially in cases of domestic abuse or stalking. This creates not only privacy violations but also physical security threats.

Data Integrity: Ensuring the integrity of GPS tracking data is crucial. If malicious actors can manipulate or tamper with location data, it can have severe consequences, particularly in applications like transportation and logistics. Data integrity is vital for making informed decisions based on GPS tracking information.

Regulatory Challenges: The regulatory landscape for addressing security vulnerabilities in GPS tracking is complex and fragmented. There is a lack of standardized security requirements and practices across industries, making it challenging to ensure the security of GPS tracking systems.

Conclusion: Security vulnerabilities in GPS tracking systems present a significant challenge as the technology becomes more prevalent in daily life. Addressing issues like spoofing, jamming, unauthorized access, device vulnerabilities, privacy concerns, data integrity, and regulatory challenges requires a multi-faceted approach involving technology development, industry standards, cybersecurity measures, and regulatory oversight. As GPS tracking continues to advance, safeguarding against security threats becomes an imperative task to maintain the integrity and reliability of these systems.

Segmental Insights



Standalone Trackers Insights

The Standalone Trackers segment had the largest market share in 2022 & expected to maintain in the forecast period. Standalone trackers are versatile and can be used for diverse purposes. They are employed in tracking vehicles, personal items, pets, and even people. This versatility broadens their market appeal. Standalone trackers are generally user-friendly, making them accessible to a wide range of consumers and businesses. They often come with simple interfaces and user-friendly mobile apps. Compared to complex, integrated tracking systems, standalone trackers tend to be more cost-effective. This affordability appeals to individuals and small businesses. As the name suggests, standalone trackers operate independently. They don't rely on external infrastructure, such as vehicle telematics systems, making them reliable even in remote areas. The market for standalone trackers within the Global GPS Tracking Device System is expected to remain robust. They cater to a diverse range of consumers and businesses, from concerned parents tracking their children to small delivery services monitoring their vehicles. The affordability, simplicity, and versatility of standalone trackers make them a staple in the industry. Moreover, as technology advances, standalone trackers continue to evolve. They now incorporate features such as longer battery life, geofencing capabilities, and improved connectivity options. This evolution will likely expand their applications and market share further.

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Automotive Insights

The Automotive segment had the largest market share in 2022 and is projected to experience rapid growth during the forecast period. The automotive sector plays a pivotal role in the Global GPS Tracking Device System market, accounting for a significant portion of its growth. This segment encompasses a wide range of applications within the automotive industry, from fleet management to individual vehicle tracking, Fleet management remains one of the most prominent applications of GPS tracking devices in the automotive segment. Commercial fleets, including delivery trucks, taxis, and long-haul vehicles, leverage GPS tracking to optimize routes, monitor driver behavior, reduce fuel consumption, and enhance overall operational efficiency. GPS tracking devices are integral to vehicle security. Car owners and businesses use them to prevent theft, track stolen vehicles, and re



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