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Powerfleet Secures Landmark Deal with SIXT Mexico to Deploy Unity's AIoT Capabilities to Drive Digitally Connected Vehicle Rental Operations

WOODCLIFF LAKE, N.J., July 15, 2025 /PRNewswire/ -- Powerfleet, Inc. (Nasdaq: AIOT), a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry, today announced that SIXT Mexico, the national franchise of one of the world's premier vehicle rental brands, has selected Powerfleet to modernize its on-road operations with Unity's real-time data intelligence and predictable control across a multi thousand vehicle deployment.



This high-value, multi-year engagement underscores the growing demand for Unity's AIoT-powered data intelligence and empowers SIXT Mexico to address its most pressing on-road operational challenges and opportunities. By deploying Unity's advanced SaaS-based data capabilities, the operator will gain unmatched predictable control over asset usage, streamline operations, and drive measurable cost reductions.

"This partnership turns big data into measurable value," said Steve Towe, CEO of Powerfleet. "We're empowering SIXT Mexico to shift from reactive oversight to proactive, AI-powered control - unlocking immediate gains in efficiency, productivity, and accountability."

Unlocking ROI Through Connected Intelligence

With Powerfleet's AIoT Unity SaaS platform, SIXT Mexico gains:

- Digital transformation of rental operations through leveraging operational data intelligence
- Automated security and control data workflows managing authorized asset usage
- Fuel and energy insights, and management tools through Unity's AI-powered applications
- Automated operational accountability across non-rented vehicles
- Access to the [#1 global platform and solution portfolio of Unity's AI-powered tools](#) with the ability to leverage added-value modules and services as the customer's needs evolve

Customer-Led Growth and Market Expansion

The agreement originated from a customer referral, underscoring Powerfleet's growing reputation for delivering real-world outcomes through AIoT innovation. As Powerfleet scales across the Americas, this deployment exemplifies Unity's ability to deliver enterprise-grade visibility and control to forward-thinking operators.

"We're focused on delivering commercial outcomes, not just technology," added Towe. "SIXT Mexico now has the connected intelligence to move faster, act smarter, and grow profitably - this is Unity in action at scale."

About SIXT Mexico

SIXT Mexico is the national subsidiary of a major global vehicle rental company with a presence in over 100 Countries, known for innovation, customer satisfaction, and high-quality service.

About Powerfleet

Powerfleet (Nasdaq: [AIOT](#)) is a global leader in AI-powered data solutions that optimize mobile asset performance, safety, and sustainability. Powerfleet Unity's cloud-based applications leverage advanced AI, machine learning, and IoT connectivity to provide mission-critical insights across industrial, logistics, and transportation sectors. Serving 48,000 customers across 120 countries, Powerfleet empowers businesses with data-driven intelligence to enhance safety, efficiency, and workforce productivity. For more information, visit www.powerfleet.com.

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