Application: 6528

Zubie In-Vehicle Smoke Detection Powered by Bosch

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Zubie

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███████████████

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Zubie In-Vehicle Smoke Detection Powered by Bosch

Category

T06. New Service of the Year - Transportation Technology

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

Zubie, launched in 2012 through a partnership between Best Buy and OpenAir Equity Partners, began by offering connected car solutions to consumers. It has since evolved into a leading transportation technology provider, delivering innovative telematics and data services for commercial fleets, rental operators, dealerships, and peer-to-peer networks.

Zubie delivers solutions that enhance efficiency and decision-making:

- High-definition GPS tracking excels in asset protection, accurately pinpointing lost or stolen vehicles to shorten recovery times and minimize financial loss.

- Fuel level tracking eliminates manual checks and enables accurate, data-backed refueling fees.

- Maintenance tracking replaces sticky notes and spreadsheets.

- Engine diagnostic alerts help teams address issues early before they become costly.

- On/off-rent and idle inventory reporting help operators identify underutilized vehicles and keep more of the fleet earning revenue.

- Custom reports provide insights to optimize performance and planning.

- Seamless integrations with leading rental management systems let Zubie data flow directly into the tools operators already use.

What sets Zubie apart is our flexibility. We offer plug-and-play hardware, installed devices, and hardware-free tracking through brands like Ford, Toyota, and Stellantis. This lets Zubie tailor solutions to each fleet's needs—never one-size-fits-all.

Trusted by thousands worldwide, Zubie is a true partner in fleet and rental telematics.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Feature was introduced April 14, 2025. In service of our ongoing mission to deliver tailored, forward-thinking solutions for rental operators, Zubie has partnered with Bosch to introduce a groundbreaking new service: Smoke Detection Powered by Bosch, seamlessly integrated into the Zubie platform. This innovative offering equips rental fleets with real-time, verifiable data on in-vehicle smoking, solving a major operational and revenue challenge.

Until now, rental companies have charged high smoking fees—often $450 or more. These fees are hard to enforce without proof, and they often backfire when customers dispute the charge and banks side with them.

Zubie's Smoke Detection transforms this pain point into a proactive revenue opportunity. A compact device installs discreetly at the top of the vehicle's windshield and begins monitoring for smoke immediately. The sensor captures smoking events, recording time, duration, intensity, and background air quality, with data flowing directly into the Zubie platform.

Key benefits include:

- Real-Time Alerts for smoking activity

- Downloadable Documentation for each event

- 90% success rate in claim enforcement

Importantly, smoking events are tracked individually. However, Zubie recommends charging a $100 fine per smoking day, not per event.

Even as behavior changes—up to an 86% reduction in smoking events within six months—fleets continue to average 2.2 smoking days per vehicle monthly, ensuring sustained ROI.

This innovation boosts revenue, protects fleet inventory, enhances customer experience, and elevates brand reputation—all from a simple, 15-minute install.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Zubie's Smoke Detection service stands alone in the rental industry, offering the only integrated, real-time, data-driven solution for identifying and documenting smoking events. This partnership with Bosch brings advanced smoke detection to rental fleets for the first time, delivered in a format that's accessible, easy to use, and purpose-built for rental operators.

Until now, smoking enforcement has been reactive and risky. Industry-standard flat fees often provoke disputes, fail to hold up to scrutiny, and lead to lost revenue and negative reviews.

By comparison, Zubie's solution flips the script: it enables proactive enforcement, reduces cleaning and downtime, and generates a tangible, recurring ROI. Fewer vehicles are pulled from rotation for deep cleaning, and fewer last-minute vehicle swaps are needed due to smoke complaints. This results in smoother operations and a more predictable rental flow. A cleaner fleet reputation also leads to better reviews and higher repeat rentals.

Smaller fleets—often hit hardest by unplanned cleaning—stand to recover 2–5% in lost annual revenue. This impact is not only financial but operational, preserving vehicle value and customer satisfaction.

No other telematics or fleet management provider currently offers this level of smoking event detection, documentation, and front-desk integration.

Zubie has long been known for flexible, rental-focused telematics. Smoke Detection continues that tradition—delivering unmatched value, solving a costly industry-wide challenge, and reinforcing Zubie's role as a trusted partner and innovator in rental fleet management.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

- Press release in auto rental news announced the launch of our smoke detection feature and included insights from both the Bosch and Zubie teams.

- Zubie blog post describes the intricacies, benefits, and technical specifications of the smoke detection feature as well as ROI-specific data based off of 6 months of pilot information and consumer surveys.

- Zubie Rental Connect landing page describes Zubie's overall rental-specific solution as well as how smoke detection fits into the broader rental ecosystem.

- The Zubie smoke detection and Rental Connect presentations further describe solution specifics, provide additional pilot/ROI data, and detail the Zubie rental platform and its features.

Would you like to add an additional webpage link?

Yes

Would you like to add an additional supporting document?

No

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