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RAC Business strengthens telematics team in Northern Ireland

RAC Business has appointed Phil Barnes as strategic sales and development manager, a newly created role by the business to support the continued growth of RAC's telematics offer.

Based in Northern Ireland, but operating in a field-based capacity, Barnes's responsibilities will include increasing sales activity, supporting existing customers and partners as well as raising the RAC's telematics profile throughout the province.

Recent RAC research has shown that businesses take-up of telematics systems in Northern Ireland is among the lowest in the UK, with only 27% of businesses utilising the technology. This compares with 45% in London and 38% on average in the UK as a whole.

Barnes's appointment will help the RAC ensure that all businesses in Northern Ireland are aware of telematics and the benefits it can bring to their fleet management and running costs.

Speaking about his new role, Barnes said: "I've been working in the fleet sector for more than ten years and specifically with telematics for more than six, covering the territory of Ireland (North and South). It's an area I know extremely well and I'm passionate about the impact the technology can make on a business. The innovation of the RAC technology and insight into vehicle health, faults and crash detection, propels the RAC's telematics technology to a whole new level.

"The business recognises that adoption rates are lower in Northern Ireland, which presents a brilliant opportunity for us. I'm excited to hit the ground running and to get out and understand first-hand from businesses the challenges that they face."

RAC Telematics managing director Nick Walker, said: "We've always had customers in Northern Ireland but not a presence on the ground until now, and it is a key appointment due to the growth of the sector and demand for the technology.

"Phil's appointment really underlines our commitment to introducing RAC Telematics to businesses in Northern Ireland, which will quickly see the benefit of the technology in terms of bringing down running costs and increasing efficiencies."

Barnes joins the business from Masternaut where he spent three years as regional account manager (UK & Ireland), responsible for driving sales with existing customers and delivering new business to meet targets.

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Notes to Editors

About the RAC

With more than eight million members, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level, including advancing levels of road safety, supporting the needs of young drivers and voicing concerns about the increasing cost of motoring. The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). This is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 30 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 92% of members would recommend RAC Rescue to their friends and family

Contacts



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