



PRESS INFORMATION

Smart Tools Turn Fleet Data into Smarter Decisions

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Leading Australian provider of vehicle leasing and fleet management solutions, [StreetFleet](#), has announced a rebrand which sees the company embrace a new brand identity to align with the modernisation of the business.

At the center of the change is the drive towards simplification through easy-to-use technology tools that deliver the smarts needed in today's faster, more connected world. The new AI-powered Fleet Management Portal is designed to help businesses turn fleet data into actionable insights. The cutting-edge Portal aims to deliver clearer visibility over utilisation, costs and performance.

The Portal combines automation and analytics in a single user interface, providing customers with access to real-time fleet intelligence, customised reports and a natural language AI tool to query their data.

Drawing on nearly three decades of experience across novated leasing, business fleet management, NDIS vehicle leasing and not-for-profit transport, the rebrand marks an exciting new chapter for the company, as StreetFleet CEO, James Ehmann explains:

"This change represents evolution not only for our company, but for the industry. It demonstrates that we listen to our customers and provide technology that delivers real value," he says, adding that businesses need greater visibility into fleet performance as a financial asset - particularly given that vehicles are often among their largest operational expenses.

Closing the gap between data and decisions

Businesses today generate large volumes of fleet data - from fuel usage and service records to driver behaviour and utilisation rates. Yet, according to Ehmann, for many organisations,

particularly those without dedicated fleet managers, translating that data into meaningful action remains a challenge.

“The new Portal addresses this by consolidating fleet data into a single dashboard where customers can visualise trends, monitor performance and identify inefficiencies in real-time, uncovering opportunities to reduce costs, improve productivity and manage operational risk,” he continues.

Ehmann adds that while fleet data has always existed, it hasn't been easy to interpret. “The StreetFleet Fleet Management Portal eliminates the guesswork by showing customers what matters and where they can improve efficiency. The system offers full transparency: You see what we see.”

AI-powered support for a simpler experience

At the heart of the platform is a natural language AI tool that lets customers query their fleet data conversationally - much like they would with ChatGPT. Ehmann explains that rather than navigating multiple, complex data reports users can simply ask:

- Which vehicles in my fleet are under-utilised?
- Are any vehicles overdue for service?
- What are my highest operating cost vehicles this quarter?
- Which drivers have the highest incident rates?

The tool retrieves relevant information and generates responses based on each customer's unique fleet data. Ehmann is clear, however, that the technology is designed to complement, not replace StreetFleet's people-first approach.

"AI is incredibly powerful when it comes to analysing large datasets and identifying patterns. But context and human judgement remain critical - especially when it comes to financial decision making."

StreetFleet continues to differentiate itself through 100% Australian-based support, ensuring customers always speak directly with a consultant who understands their operational context.

Digital Driver's Guide extends 'always there' support to drivers

StreetFleet's enhanced offering includes the new Digital Driver's Guide – a comprehensive vehicle dashboard that can be accessed anytime by scanning the QR code on a sticker applied to the windscreen of each fleet vehicle.

The dashboard provides instant access to the vehicle data, from lease term and type to kilometres travelled. It also includes information about the services covered by their fleet lease (such as roadside assist, insurance or accident management). “Drivers can contact service providers directly without ever leaving the app. And if they ever need to speak to their fleet consultant, StreetFleet's team is one tap away,” explains Ehmann.

Preparing for the next phase of fleet management

The introduction of the Fleet Management Portal forms part of a broader investment in digital capability to assist businesses navigate emissions penalties, fleet electrification, evolving compliance requirements and rising operating costs.

Ehmann sees the industry entering a new era, one where technology-led providers must deliver the clarity customers need to act fast and with confidence.

"What businesses want most is clarity and simplicity. A clear view of where their costs sit, how their fleet is performing, and where efficiencies can be found. Advances in technology now allow us to deliver that visibility in ways that simply weren't possible a few years ago, and we're exceptionally proud that StreetFleet's technology-enhanced service offering empowers our customers to make smarter decisions."

Ends.

Photo: StreetFleet CEO, James Ehmann

About StreetFleet

StreetFleet was founded in Adelaide in 1998 to do one thing well, fleet leasing and management for Australian businesses, run by people who pick up the phone. Charities, local government, not-for-profits and SMEs were the early customers. The brief from the start was direct service, fair finance, and getting things done without the runaround.

Twenty-eight years later, we're 100% Australian-owned, part of the One SMG group, and looking after fleets and novated leases for organisations across Australia and New Zealand. The business has grown. The standard hasn't changed.

What's changed is the toolkit. We've rebuilt the platform around AI, smarter data, faster decisions, real visibility for fleet managers and a Digital Drivers Guide that lives on every windscreen. The technology is new. The consultant who answers the phone is the same one you've always spoken to.

That's the StreetFleet difference, in a sentence: smarter tools, real human relationships. Driven by People.

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