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VIASAT GROUP UNDERGOES REBRANDING AFTER ITS ACQUISITION BY TARGA TELEMATICS

Targa Telematics – one of the leading global players in the field of IoT and the development of digital solutions and platforms for connected mobility - has presented the rebranding of its subsidiary **Viasat Group**, after having finalized the acquisition in May 2023.

The objective of rethinking the logo and updating the coordinated image - which shall align with those of Targa Telematics, while maintaining a stylistic link with the past - is to make all stakeholders and customers perceive the strong synergy created by the acquisition and the simultaneous evolution of Viasat Group within its new dimension, confirming its leadership position at European level in the smart mobility market.

“We have decided, in this context, to maintain the main aspects of recognizability of the Viasat Group brand, in order to leverage its well-established recognition in the reference markets in which the company has been operating for many years”, said **Elena Bellini, Head of Marketing in Targa Telematics and Viasat Group**. “The new logo is more contemporary and is designed within a common vision with Targa Telematics for sustainable and lasting growth”.

The acquisition has created one of the leading players in the telematics sector at European level, distinguished by a strong presence in eight key European countries: Italy, Portugal, Spain, France, the UK, Belgium, Poland, and Romania, as well as a company in Chile.

ABOUT TARGA TELEMATICS

Targa Telematics is one of the main global players in the IoT field and in developing solutions and digital platforms for connected mobility. For over 20 years, the company has been bringing to the market a range of telematics technology solutions, *smart mobility* and *IoT* platforms for short and long-term rental companies, financial companies and large fleets, ranging from insurance telematics to *asset and fleet management*, from remote diagnostics and telemetry of vehicles, professional and construction vehicles, to the management of airport vehicles. Following the acquisition of Viasat Group – finalized in 2023 – Targa Telematics has strengthened its footprint in European markets – thanks to a strong presence in countries such as Italy, the UK, France, Spain, Portugal, Belgium, Poland and Romania – as well as Chile. The company is able to work on projects at international level with dedicated local teams. Targa Telematics participates to the United Nations Global Compact and adheres to its principles-based approach to responsible business.

For more information: www.targatelematics.com

ABOUT VIASAT CONNECT

Viasat Connect is one of the leading telematics players in the UK, Africa, and the Middle East, providing web-based solutions that enable tracking and monitoring of various types of vehicles for fleet management services, construction and agricultural vehicle tracking, workforce management, and utilities. Leveraging state-of-the-art technology, the company empowers businesses with real-time insights into their assets, enabling informed decision-making, enhanced efficiency, and sustainable growth. Viasat Connect goes beyond being a mere technology provider to become strategic partners dedicated to driving the success of their clients.

For more information: <https://www.viasatconnect.co.uk/>

TARGA TELEMATICS

Elena Bellini, *Head of Marketing*, Mobile 39 335 135 1277 elena.bellini@targatelematics.com

Susanne Furini, *Communication Manager*, Mobile +39 345 7274925 susanne.furini@targatelematics.com

Barabino & Partners UK

Luciana Ianari, Tel.: 0044 (0)20 71526425 l.ianari@barabino.co.uk

Camilla Giacomelli, Tel.: 0044 (0)7570 561 249 c.giacomelli@barabino.co.uk