



# ZOLEO Improves Safety, Logistics and the Client Experience at Moto Trails USA



Two-way radios were useful over short distances, though when the group separated beyond a few miles, they'd lose touch. Globalstar®'s SPOT® devices also proved unreliable. "Some messages took days to go through," Olivier explains. "On two trips, no messages were transmitted. My wife nearly called the police because she was so worried." Users also disliked the dated messaging interface, and it was inconvenient to constantly be replacing batteries on the SPOT device.

## OVERVIEW

Catering to off-road motorcycle riders who want a VIP guided travel experience, Moto Trails USA offers trips of varying difficulty across the United States and Bolivia. Known for their Continental Divide Tour, riders traverse 2,500 miles from Mexico to Canada riding through spectacular remote wilderness and mountain passes, much of which is outside cellular coverage.

## CHALLENGE

To ensure peace of mind for staff and guests, Moto Trails USA needed affordable communication that worked everywhere and was easy to use. On the first cross-country trip, guides realized that they could not depend on their cell phones for connectivity along the route. "In addition to being a safety concern, we were wasting time over miscommunications that could have been avoided if we had a reliable method of communication beyond cell coverage," explains Olivier de Vaulx, Co-Founder and Principal Rider.



*ZOLEO gives everyone the freedom to ride at their own pace without unnecessary worry. The devices make it so easy to communicate logistics, meeting points and check in if a rider is delayed. And they can use the SOS button to get help in an emergency.*

– Olivier de Vaulx, Co-Founder and Principal Rider, Moto Trails USA

## SOLUTION

After some research, Olivier chose **ZOLEO** for its **affordability, long battery life and global coverage**. "In addition to its low price, knowing that ZOLEO operated on the Iridium® satellite network was a game-changer," says Olivier. "ZOLEO also proved more reliable. The first time I used it every message went through. It was a big improvement after our experience using SPOT devices." The ability to suspend ZOLEO service in the off-season was also attractive.



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– Olivier de Vaulx

## OUTCOME

In addition to improved communication and safety for their guides, **ZOLEO has enabled Moto Trails USA to enhance their guests' experience**. "Many clients aren't accustomed to not having cellular connectivity. We now include ZOLEO among the gear in our rental bags. After learning what ZOLEO does, everyone takes one," says Olivier. The familiar texting experience makes ZOLEO easy to use and riders enjoy added peace of mind knowing they can communicate if they get separated from the group.

As a safety protocol for riders, Moto Trails USA uses Location Share+ to simplify check-ins, automatically sharing the location of inexperienced riders every six minutes and every 30 minutes for those with experience. "The automated check-ins offered by ZOLEO provide an unparalleled sense of security," explains Olivier. "It allows us to know everyone's location without inconveniencing our clients."

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For more information on how ZOLEO can help connect and safeguard your business, please contact BlueCosmo Inc., our Master Distributor in North America:

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