



Geothentic finalizes acquisition of Sinexo customers to strengthen its leadership in fleet management and geolocation solutions

Montreal, June 18, 2025 – [Geothentic](#), a leader in geolocation and fleet management solutions, is proud to announce that it has completed the process to acquire the Canadian customers of Sinexo, a company recognized for its expertise in fleet management and operational optimization. This acquisition marks a significant milestone in Geothentic's growth and its commitment to delivering comprehensive and innovative solutions to its clients.

By integrating Sinexo's customers, Geothentic is expanding its service offerings and further solidifying its position as a market leader. Clients of both Geothentic and Sinexo will benefit from an enhanced range of services, including improved vehicle tracking, performance management, and resource optimization features.

"This acquisition underscores our commitment to innovation and strengthens our offering to meet the evolving needs of our clients," says Guillaume Poudrier, CEO of Geothentic. "By joining forces with Sinexo, we can provide our clients with a more complete and powerful platform, while maintaining our dedication to high-quality and value-added solutions."

"Over the past few years, we have accomplished great things, and we are proud to pass the torch to a Quebec company that truly cares about its customers," says Martin Arsenault, former president of Sinexo and current vice président IoT of Flex Group.

Geothentic will work towards an integration of Sinexo's customers onto its platform. This acquisition opens up new growth opportunities and allows Geothentic to explore additional prospects within the fleet management sector.

About Geothentic:

Geothentic is a leading provider of geolocation and fleet management solutions. Leveraging cutting-edge technologies, Geothentic helps businesses optimize their operations, reduce costs, and improve operational efficiency. **For more information visit:** <https://www.geothentic.com/en>

About Sinexo:

Sinexo is an innovative company specializing in fleet management solutions. With a comprehensive service portfolio and recognized expertise, Sinexo supports businesses in managing and optimizing their mobile resources.

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