

PRESS RELEASE

BrickHouse GPS and Grady Bay Capital Partner to Expand GPS Tracking and Fleet Telematics Platform.

INDIANAPOLIS, IN — BrickHouse GPS has announced that it has been recapitalized in partnership with Grady Bay Capital, a private equity sponsor focused on lower-middle-market subscription businesses. The recapitalization supports BrickHouse GPS's M&A Buy & Build strategy, accelerating growth and expanding its reach across multiple industries.

Telematics solutions play a critical role in helping businesses with mobile assets operate more safely, efficiently, and profitably. Despite these benefits, many small and mid-sized businesses either struggle with ineffective customer service from their current GPS providers or face barriers to adoption, including financial constraints, implementation challenges, and limited internal resources. BrickHouse GPS has addressed these obstacles through a business model designed to simplify access to telematics technology while minimizing the time, effort, and workforce resources required for deployment.

The additional resources and strategic support provided through this partnership are expected to strengthen BrickHouse GPS's market position, expand its reach, and help more businesses unlock the benefits of GPS tracking and telematics solutions.

Todd Morris, Chief Executive Officer of BrickHouse GPS, added: "Grady Bay is the right partner at the right time for us. We share a conviction about where this market is going, and GBC brings capital, operating discipline, and M&A capability to help us build something that our customers, our team, and our industry can be proud of. The best chapter of BrickHouse GPS is ahead of us."

"BrickHouse GPS is exactly the kind of business we are built to back — a high-quality, founder-led IoT/SaaS company with durable recurring revenue, exceptional unit economics, and a clear runway for both organic growth and consolidation," said Craig Dickens, Managing Partner of Grady Bay Capital. "Todd and his team have built a platform that consistently outperforms platforms several times its size, with customer retention and satisfaction metrics that rival operators at enterprise scale. We are honored to partner with this team for the next chapter, and we see a multi-year opportunity to build a category-defining business in connected-vehicle software."

The fleet management technology sector continues to experience strong growth as organizations prioritize operational efficiency, safety, and cost reduction. The [U.S. Department of Energy](#), for instance, reports that the adoption of telematics systems that provide real-time driver coaching can reduce fuel consumption by 10% to 25%. In addition to lowering fuel costs, telematics can help organizations improve vehicle utilization, enhance fleet visibility, and optimize overall fleet performance. Although trucking remains a cornerstone of the U.S. economy, the adoption of telematics is expanding across construction, utilities, field services, transportation, and other industries that depend on vehicles and mobile assets to drive productivity and growth.

About BrickHouse GPS

Founded in 2005, BrickHouse GPS is a GPS tracking and fleet telematics platform that provides GPS tracking, asset tracking, dash camera, and connected vehicle software solutions through its hardware-enabled SaaS platform. The company operates two distinct brands to serve different customer segments: BrickHouse Security, which focuses on consumer and small-business markets, and BrickHouse GPS, which is dedicated exclusively to business and government customers with more advanced fleet and asset management needs. Each brand has its own dedicated website, with BrickHouseGPS.com supporting fleet telematics, asset tracking, dash camera, and connected-vehicle software customers, and BrickHouseSecurity.com serving as the e-commerce destination for consumers and small businesses purchasing GPS tracking products.

BrickHouse GPS maintains its headquarters and distribution operations in Indianapolis, Indiana.

About Grady Bay Capital

Grady Bay Capital is a private equity sponsor focused on lower-middle-market software, subscription, and tech-enabled services businesses. GBC partners with founders and management teams on control transactions, delivering institutional capital discipline alongside a hands-on operating orientation. BrickHouse GPS represents GBC's platform investment in connected vehicle and fleet management software.

Media Contact

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Acquisition Inquiries

Founders, owners, and executives of fleet telematics, consumer GPS, or connected-vehicle IoT/software businesses interested in exploring a transaction with the BrickHouse GPS platform are invited to contact:

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