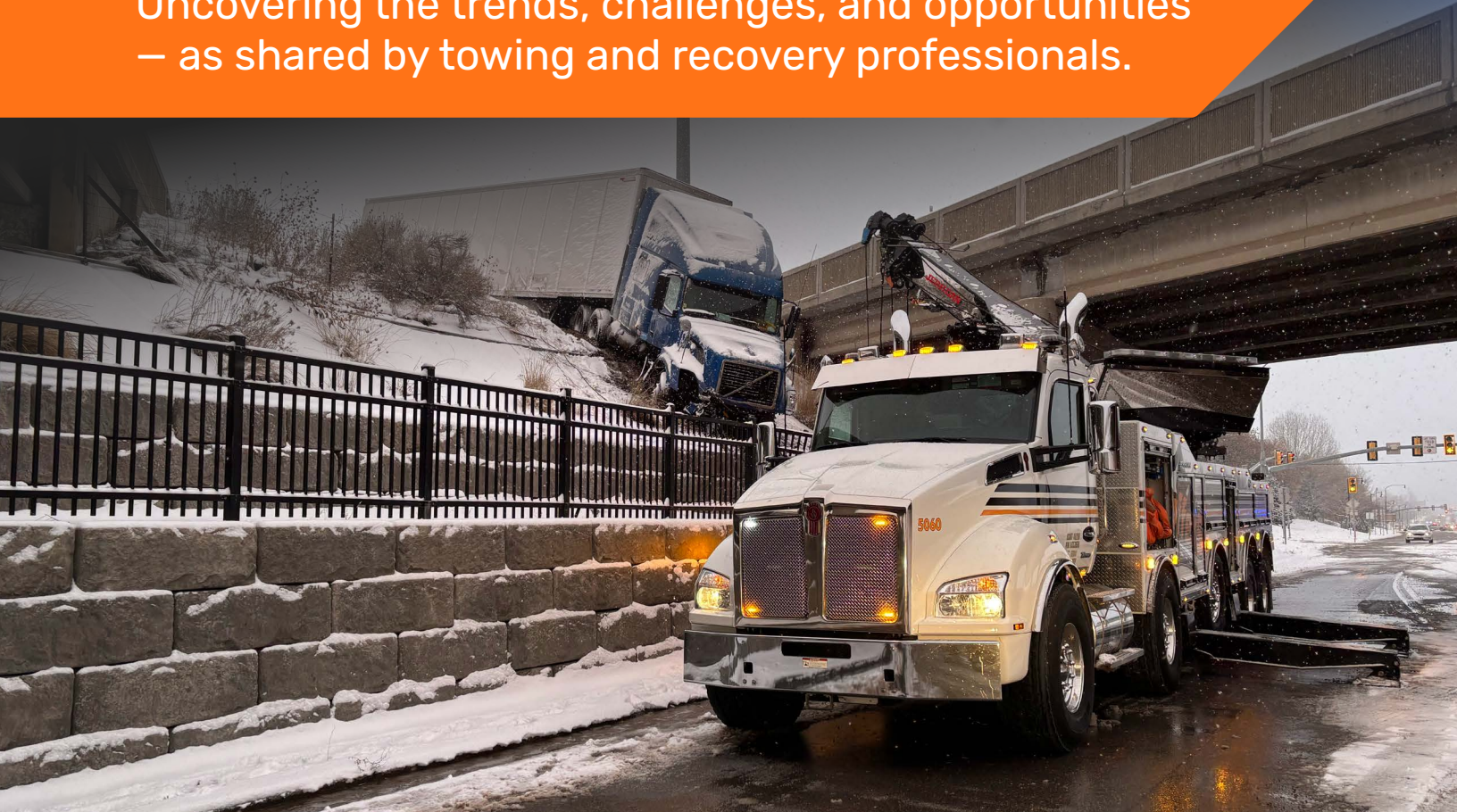


2025

THE STATE OF TOWING Annual Report

Uncovering the trends, challenges, and opportunities
— as shared by towing and recovery professionals.



A LETTER FROM OUR CEO

Dear Reader,

With our second State of Towing Annual Report, we aim to provide you with a valuable resource full of actionable insights you can use to drive your business to the next level. Insights to help you fuel growth, make key decisions, and better manage operations. Highlights of this year’s report include the escalating challenge of insurance expenses and coverage, good practices to combat rising costs, the consolidation trend, and the buzz of AI.

At Autura, we are committed to helping you use our solutions to bolster your business success. Our team understands the industry and the unique challenges you face. We visit and engage with towing and recovery professionals across the country and actively participate in associations that advocate for this community. And we drive initiatives like this report to act as a conduit for exchanging knowledge and stimulating innovation that improves safety, daily operations, and long-term success.



Michael Winton
CEO • Autura

Whether you’re a new owner/operator or an established multi-million dollar enterprise, the following pages offer direct perspectives, stories, and strategies from those who live and breathe towing. We invite you to explore the report and find helpful information that can inform how you operate, attract, and retain rockstar employees, and leverage technology to increase efficiency and profitability.

The towing and recovery road ahead does present some challenges – but also great opportunity. Together, we can continue moving the industry forward. ▲

Sincerely,

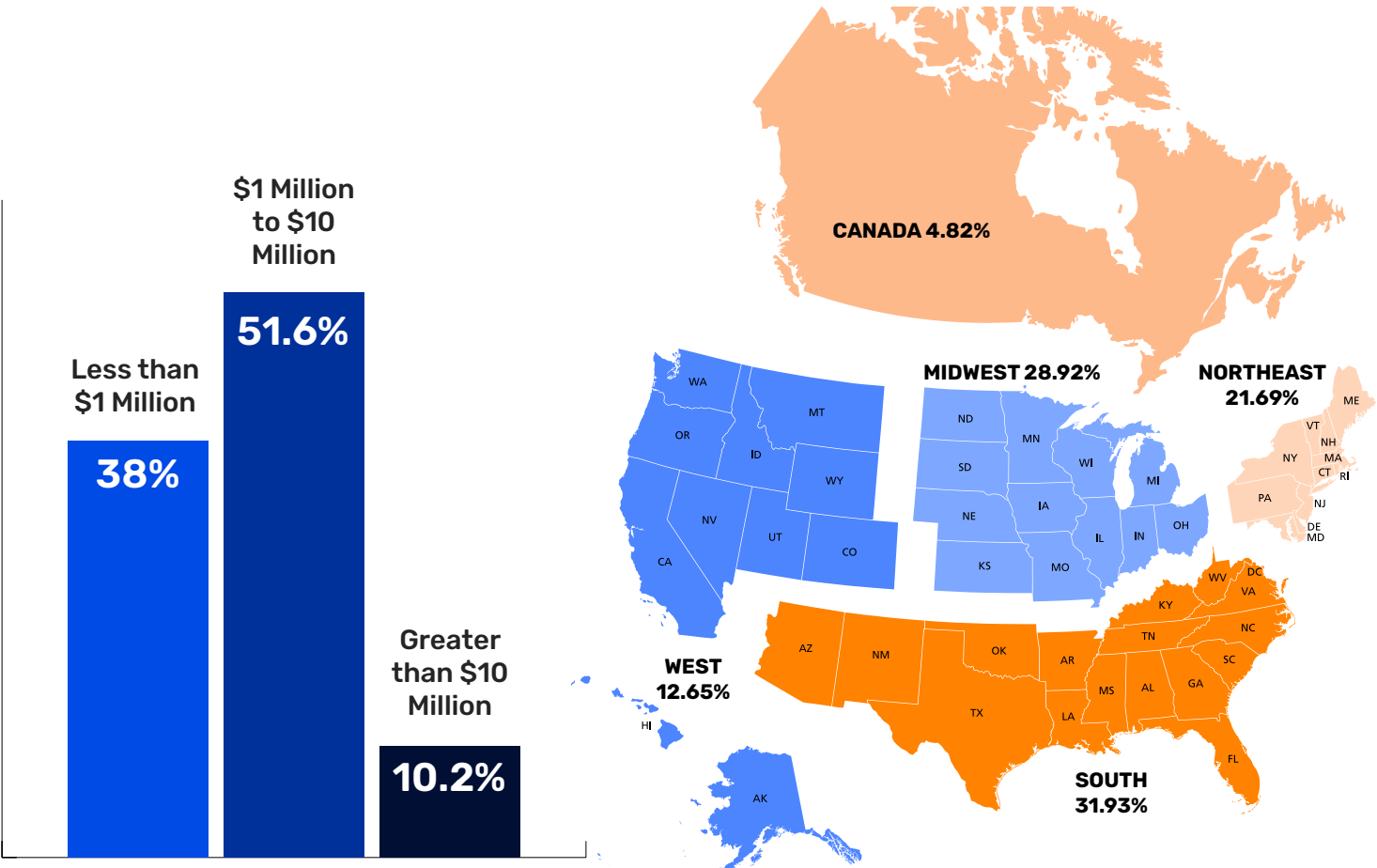
Cover photo provided by Stauffer’s Road Solutions, West Haven, UT

ABOUT THIS REPORT

This latest edition of the State of Towing Annual Report is based on survey responses from 166 towing professionals across the United States and Canada. We analyzed the data and paired it with current market research and expert commentary to provide a holistic view of the industry’s evolving landscape.

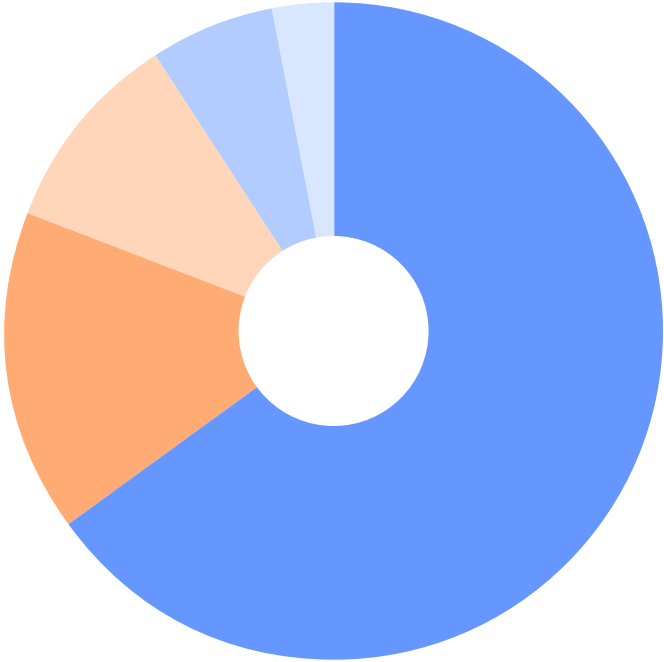
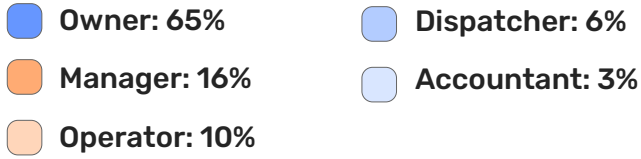
The survey included questions crafted to help readers better understand the current market climate and hear directly from those that know the industry best – towing and recovery professionals like you. Their insights offer first-hand knowledge and valuable perspectives on challenges, trends, and predictions for the future of the towing and recovery industry.

Just like in the [2024 debut State of Towing Annual Report](#), this year’s edition presents broad views of industry data formulated from all survey responses. To highlight relevant trends and business behaviors across different types of operations, we’ve segmented our analysis based on annual revenue, grouping into three major cohorts: Less than \$1M, \$1M to \$10M, and greater than \$10M.

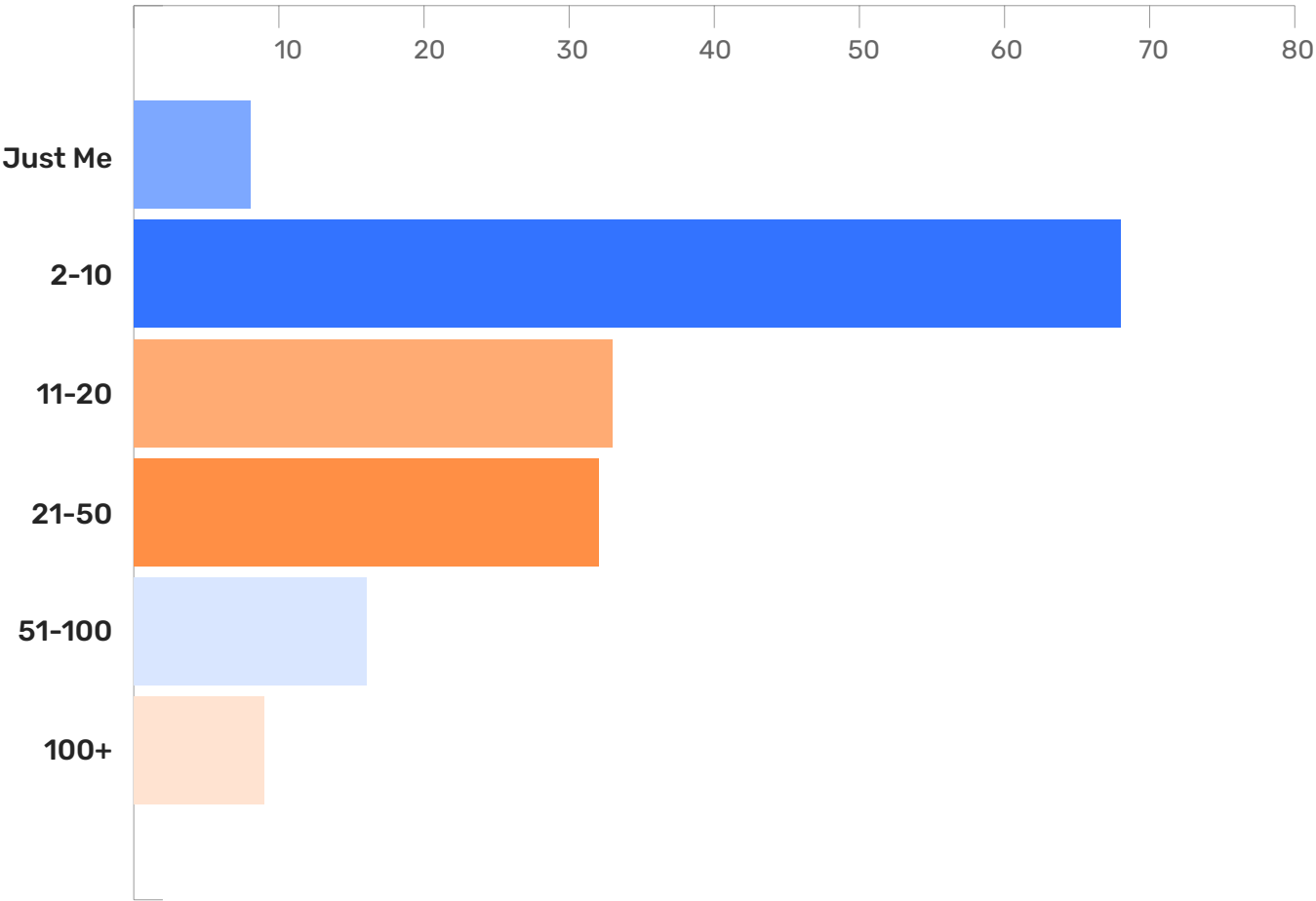


ADDITIONAL REPORT DEMOGRAPHICS AND FIRMOGRAPHICS

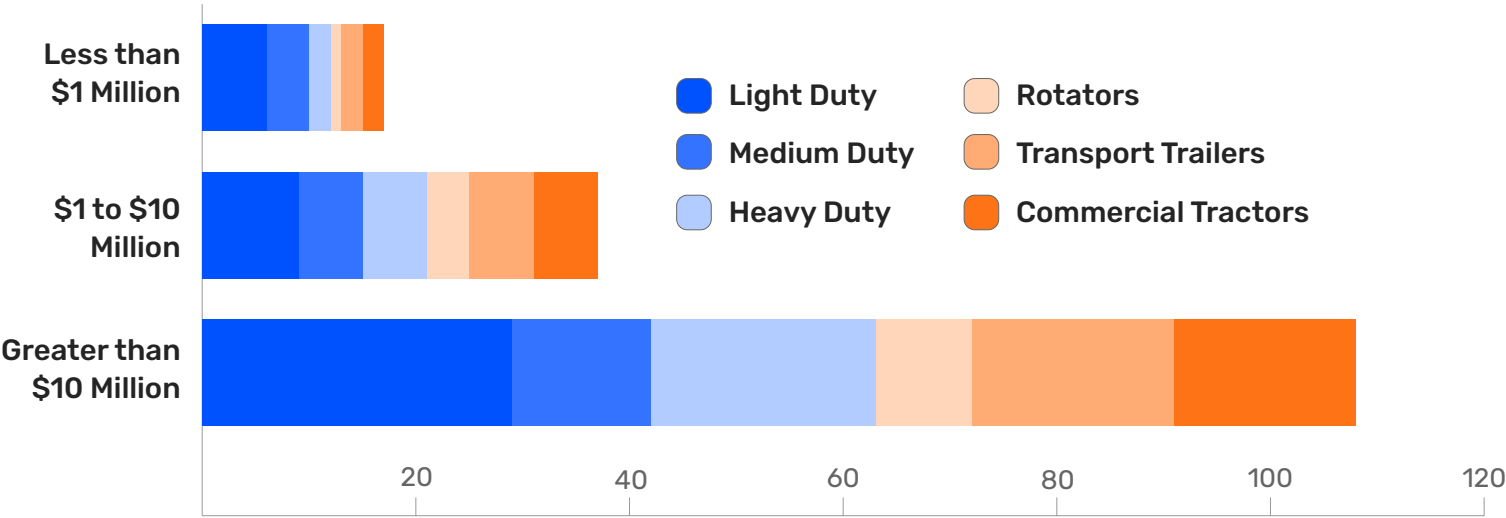
Job Title



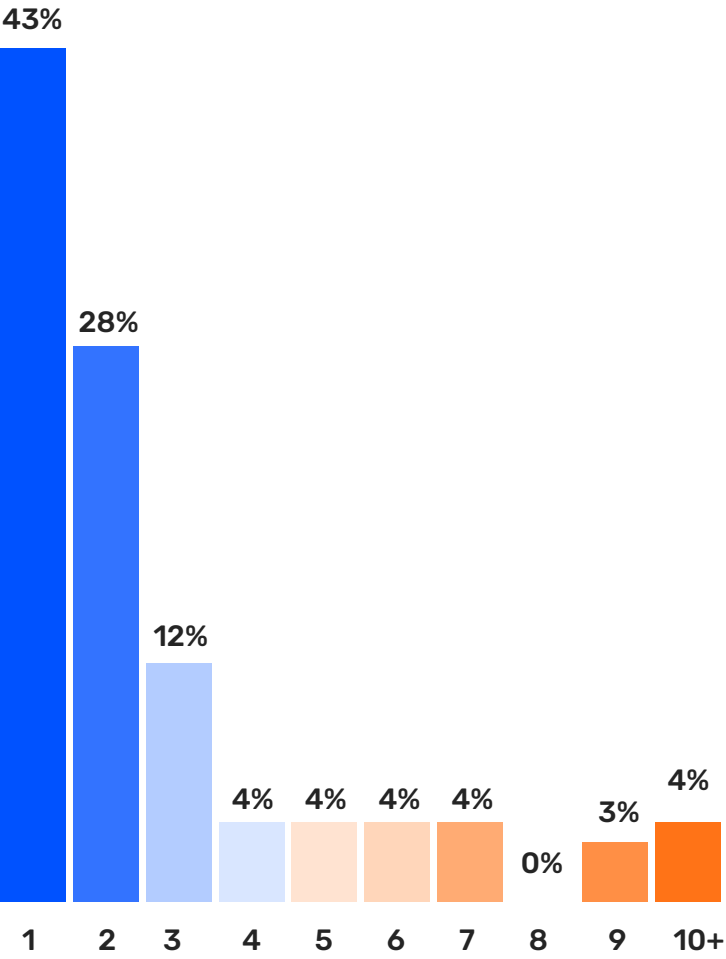
Number of Employees



Average Fleet Composition



Number of Locations



Number of Daily Calls

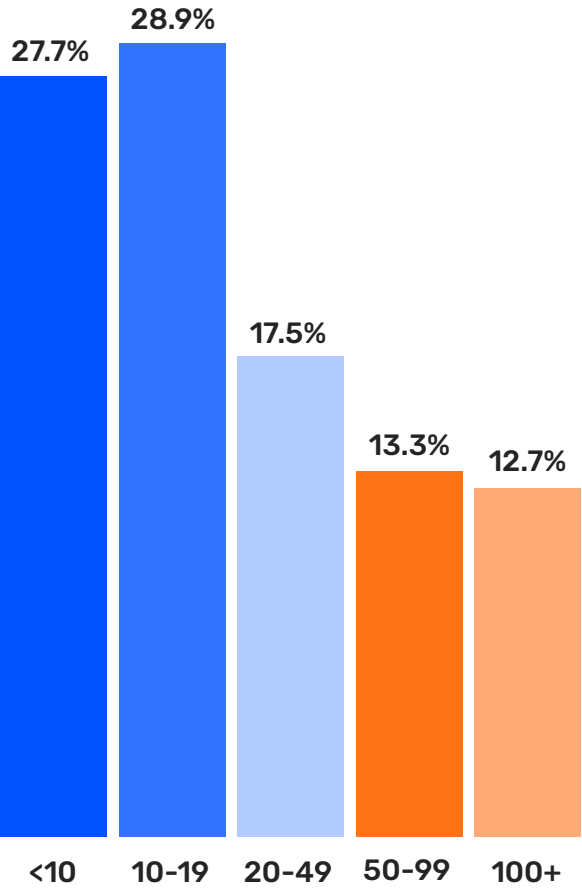


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EXECUTIVE SUMMARY

The full report is packed with detailed data, open-ended answers, and insights worth exploring, but here’s an executive summary highlighting themes we uncovered from the thoughtful contributions of survey participants.

Inflation Worries Are Down, Cost Concerns Are Up

The towing and recovery industry has shifted 2024’s inflation fears to uneasiness about the rising cost of running a business, thanks to increasing insurance premiums and tariffs that could impact the cost of replacement truck parts. Nearly three quarters of respondents have raised or plan to raise prices – but worry this will chase customers to competitors that undercut prices to win jobs. What are some alternative tactics respondents are taking?

Find out in Chapter 1!

Two Roads Leading to Opportunity... and Operational Headaches

Both municipal contracts and impound yards are widely viewed as good current or potential revenue streams, but most respondents said there is room for improvement to make these work types worthwhile. What would help? Respondents shared that streamlining communications with public safety officers and establishing consistent service standards would help them support municipal contracts and better ensure ROI.

Meanwhile, systems, staffing, and technology upgrades were mentioned as what is needed to unlock impound yard profitability.



Steady Struggle: Insurance Remains a Top Challenge

Just like in 2024’s State of Towing Report, insurance emerged as this year’s top challenge across all surveyed segments. Sixty-two percent of respondents cited coverage and related insurance costs as their biggest operational pain point – often despite having clean records and no claims.

Competitor Pile-Up: How Professionals Are Managing

Market saturation – today there are 40,000+ U.S. towing and recovery businesses – is reshaping the competitive landscape. Some independent owner/operators are considering exit strategies, while others entertain offers from larger players looking to expand through acquisition. This is creating pressure on mid-sized companies and forcing everyone to rethink how to differentiate and grow.

Find out more in Chapter 2!

Many Are Modernizing with Technology and Marketing

Compared to 2024, more towing businesses are embracing digital tools to stay competitive. Towing management system adoption is up – now used by 80% of respondents – and 27% more are investing time and money in marketing. ▲



Chapter ONE

Market Challenges Are Driving Towing Businesses to Play Defense and Offense



Market Challenges Are Driving Towing Businesses to Play Defense and Offense



CHAPTER ONE

While concerns over inflation that dominated 2024 have cooled in early 2025, other macroeconomic factors are causing towing and recovery professionals to make strategic decisions to protect their operations, employees, and future.

To ease the pressure of rising costs and navigate the industry’s evolving challenges, survey respondents are running both defensive and offensive plays.

The defensive play? A widespread increase in service pricing.

One major factor driving this pricing shift is the potential tariffs on imported vehicles and parts, which is likely to raise expenses for tow trucks and replacement components.

The offensive plays? Four common approaches to sustain and grow revenue despite market headwinds emerged from the survey. Let’s explore each one in this chapter’s subsections.

1.1 Diversifying Service Offerings to Boost Revenue

As our 2024 State of Towing Report revealed, 56% of surveyed respondents were optimistic that 2025 would bring increased demand and even outperform 2024’s earned revenue. Unfortunately, that prediction isn’t materializing.

72%

of towing and recovery professionals indicated they have already or plan to raise prices in 2025

Nearly halfway through the year, the professionals we surveyed reported business as flat or reduced, likely due to market saturation. Almost 50% of respondents shared that this year they are less busy.

Rather than idle, though, towing and recovery businesses are taking proactive steps to stand out. Many intend to expand into specialized services and target new customer segments.

Less popular but still noteworthy growth strategies respondents are planning include:

- Increasing motor club and cash call volume
- Adding police and municipal rotations
- Adding or growing transport and hauling services
- Adding or growing roadside assistance
- Opening additional locations
- Increasing impound yard size

37%

report competition as a major concern

43%

report being less busy than 2024, with only 25% reporting being slightly more busy

42%

report new focus on growing heavy duty services

70%

are adding or growing their commercial accounts – the highest response out of various growth strategies listed

1.2 Solving Challenges Related to a Top Revenue Source: Municipal Jobs

For many towing and recovery businesses, municipal and police rotation jobs remain a leading source of income. Nearly three-quarters of respondents in the <\$1M and \$10M+ revenue segments identified these contracts as their primary income stream. The outlier? Mid-market businesses. These reported commercial accounts as their top revenue source, followed closely by municipal work.

Benefits of municipal and police rotation work can include:

- A consistent source of work
- A steady source of income
- Enhanced public visibility and legitimacy

On the flip side, though, municipal contracts can be challenging. Survey respondents across all revenue segments highlighted, among others, several common recurring issues with this type of work:

25%

need better information to send proper equipment

17%

need better communication

12%

challenged by response time requirements

And in response to an open-ended question about how government towing work could be improved, respondents emphasized the need for:

- Better communication for needs at the scene, such as towing vehicle classification and equipment requirements
- Greater involvement with municipal policy making
- Consistent and enforced standards for companies on government rotations

These insights underscore a desire for technology and operational practices that foster strong, mutually beneficial partnerships between towing businesses and municipalities.

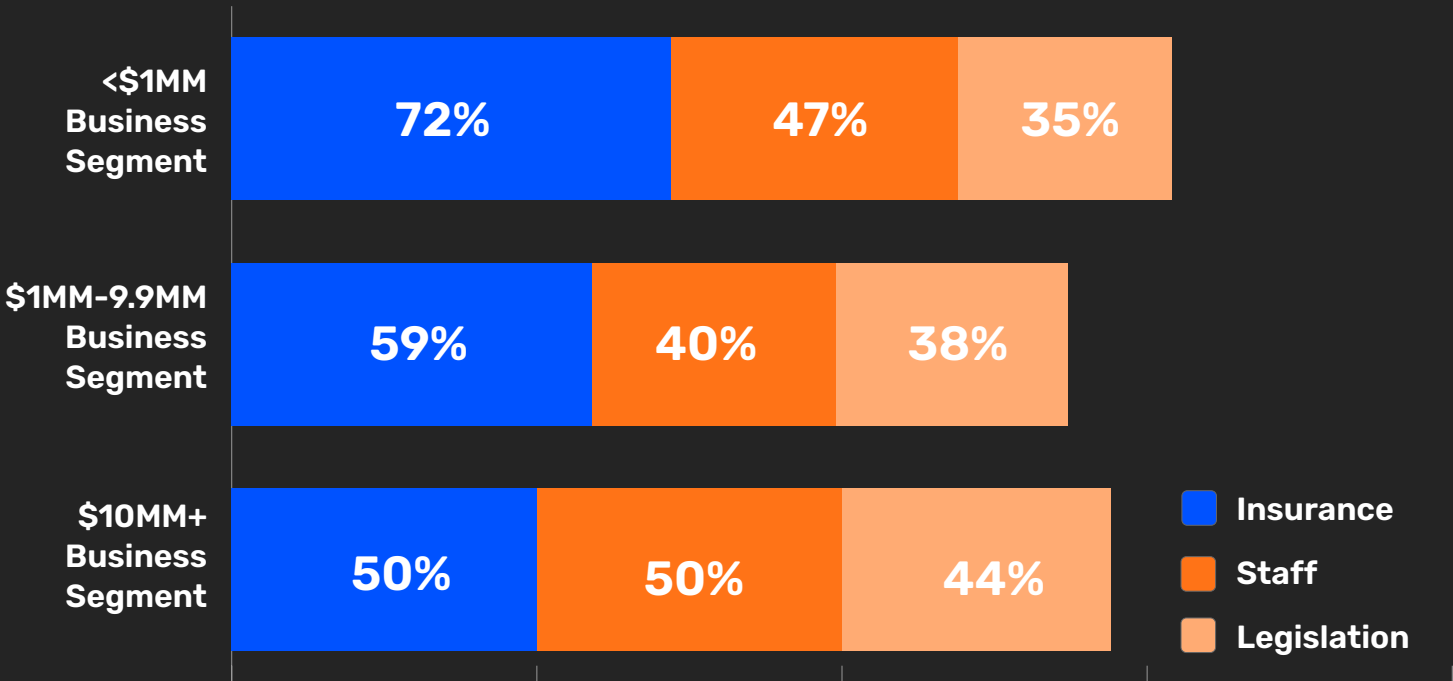
1.3 Addressing the Elephant Still In the Room: Insurance

In last year’s report, inflation and insurance were two concerns battling for top spot on the list of towing and recovery challenges. While inflation worries have eased, insurance remains a struggle.

Insurance transitioned to the number one challenge in 2025, with 62% of surveyed towing and recovery professionals citing coverage and related insurance costs as their greatest operational pain point.

The breakdown of insurance impact on each segment tells an even more compelling story:

When Asked “*What Are the Three Top Operational Challenges You Have Faced So Far In 2025?*” Every Revenue Segment Answered “Insurance” first, with trailing challenges as follows:



And in a follow up open-ended question about challenges industry professionals are experiencing, one survey respondent shared:

“The biggest challenge is finding insurance coverage. We have had no accidents, and all our drivers have clean records with a commercial driver’s license and insurance keeps going up or they tell us they’re not renewing us because they don’t do tow trucks anymore because of the increased liability.”

This quote reflects the continued frustration about insurance across the industry, especially among safe, compliant businesses who still face rising premiums or dropped coverage.

1.4 Unlocking a Common Opportunity for Growth: The Impound Yard

Last year it was clear – while impound yards were acknowledged as growth opportunities, they more often were viewed as pain points than profit centers (see page 19 of last year’s report).

This year, though, the sentiment has shifted. Industry experts who answered our 2025 survey shared enthusiasm in growing their business through impound operations, despite some common

(continued on page 14)



47%

Overall, less than half of impounded vehicles are picked up by the owner

Of the remaining inventory, only

23%

are sold at auction overall, with

\$10M+

businesses most successful at about 35%

Average sales price per vehicle at auction varies significantly based on revenue segment:



headaches these departments cause, including:

- Regulatory complexity
- Paperwork processing inefficiencies
- Listing and inventory management
- Appropriate pricing practices

Over half of last year’s survey respondents predicted impound inventory to grow in 2025, due in part to the increasing age of vehicles in operation, causing insurers to deem vehicles “totaled” more frequently.

This year’s survey showed many businesses readied themselves for inventory increases by starting or expanding impound lot operations.

93% of respondents now operate an impound yard, up from 86% last year

Still, there is room for improvement for this department to support overall profitability. Most respondents still say they struggle to dedicate the time and resources necessary to manage impounded vehicles in a way that offsets the effort and expense of towing and storage.

Ultimately, though, the industry seems to be recognizing that with better systems, staffing, and technology, impound yards could become a more reliable revenue stream. ▲

Chapter TWO

Market Saturation Meets Consolidation Questions



Market Saturation Meets Consolidation Questions

CHAPTER TWO

This year’s survey reveals that respondents find themselves at the intersection of stiff competition and conglomerates. Increased road congestion and a 3.1% annual rise in vehicle accidents since 2020 have driven towing services demand – but also contributed to market saturation. With more than 40,000 towing and recovery businesses in the U.S. today, the question looms: is there enough work to go around?

Beyond the sheer volume of towing operations, a growing number of large market players are expanding aggressively, acquiring (or shuttering) smaller outfits and consolidating regional markets.

These two factors have stirred up an odd environment – an industry landscape that feels both crowded and controlled, leaving differently sized businesses feeling at odds. Some see consolidation as a growth opportunity, while others wish to stay independent but worry about getting edged out.

Out of all survey respondents (regardless of size) only 8% are looking to sell. Interestingly, the highest percentage of those considering a buyout are from the <\$1M cohort (13%)

At the other end of the spectrum, 69% of organizations earning \$10MM+ shared they were looking to keep growing through mergers and acquisitions. This data point confirms that larger businesses see value in incorporating smaller

operations and leveraging their community relationships to build a broader customer base.

What does this data suggest?

- Smaller towing businesses may be more willing to consider selling than last year, but many remain hesitant.
- Larger towing businesses seem to be actively reshaping the market through acquisitions, creating both opportunities and pressure for smaller operations.
- All towing businesses are seeking strategic clarity – understanding the decision to grow, sell, or stay the course – is more critical than ever.

2.1 Price Competing: Mid-Market Businesses Are Feeling the Pressure

With competition for towing and recovery work heating up, one traditional way to win jobs –

The Role of M&A in Building the Future

When it comes to mergers and acquisitions, the best place to begin is with clarity. We hear these terms frequently, but what do they actually mean?

Mergers involve two or more companies joining together to become a single entity. These deals are usually driven by goals like expanding market share, improving efficiency, and increasing competitiveness. While there are different types of mergers, the central idea is to create something stronger through collaboration.

Acquisitions refer to the purchase of all or part of a company – its assets, operations, brand, and continuing with its staff. In today’s business landscape, more companies are engaging in M&A transactions. Often, original owners remain involved as minority shareholders, bringing their expertise while benefiting from added resources and support.

Private equity firms are frequently behind these deals. They help structure operations, drive profitability, streamline costs, and expand market presence. The outcome is typically a more capable and resilient organization with greater potential for growth.

Nearly two years ago, I made the decision to sell a large portion of my company. I chose to stay on as

David Butcher
President/CEO

Road Runner Wrecker Service, Henry’s Wrecker Service, Windsor Towing Service, Leesburg, VA



President and CEO and became a shareholder in the broader parent organization that now includes all the companies involved. It was one of the best professional choices I’ve made.

Today, I lead a growing team of over 200 people. My staff now enjoys stronger benefits, and I have the support I need to lead with focus and impact. We are expanding quickly, pursuing new and meaningful opportunities, and operating with renewed energy and purpose. I am still an owner, and I care deeply about this business – now more than ever.

Many business owners find themselves at a crossroads. They may not know how to sell, what their company is worth, or how to move forward. For successful businesses with no clear succession plan or those who feel they’ve hit a ceiling, M&A offers a powerful path ahead. It provides structure, support, and scale.

In my case, I realized I had gone as far as I could on my own. With the right backing, the limits came off. The opportunities now feel endless and the workload manageable. We are not just part of the change in our industry – we are helping to drive it. The M&A landscape is growing, and I believe it’s here to stay.

I’m genuinely excited for what’s ahead. ▶

“

Michael Lampert | CEO, New England Truck Center | Exeter, NH

There are some real upsides to the consolidation we’re seeing in the towing industry. For employees, it means more room to grow within a larger organization and access to better benefits – like solid healthcare, 401(k) plans, and more support overall. And for our commercial customers, it’s all about simplicity. Instead of juggling multiple contacts, they now have one go-to person or system for everything – service, billing, communication. It’s more efficient, less confusing, and just a better experience all around.



What is the biggest challenge you see for your towing and recovery business in 2025?

“Maintaining market share without joining the pricing race to the bottom.”

“Keeping margins up while staying price-competitive in the market.”

“Roadside companies are driving prices down and also slowing down the process.”

lowering prices — is not really an option for many mid-market businesses.

Why? Because the cost of doing business is rising sharply. Seventy-two percent of survey respondents reported they have upped prices in 2025 to offset increasing business expenses.

For these businesses, lowering prices would make keeping the lights on a challenge. Yet they also fear that continuing to raise them will chase cost-conscious customers towards competitors who are boldly undercutting market rates in an effort to win out on volume.

This “race to the bottom” pricing tactic — while not unsustainable — is applying pressure to established towing and recovery businesses. Respondents openly shared concerns about rate disparity and emphasized the need to prove value beyond low prices to their customers.

2.2 Market Saturation: Is It Nearing a Breaking Point?

In 2025, competition ranks as a defining challenge across all business segments.

37% of survey respondents cited competition as one of their top three operational challenges

Many factors already discussed in the report — rising operational costs, insurance premiums, equipment prices — are making it harder for smaller business to compete in a saturated market. For some, this pressure may encourage them toward innovation or strategic partnerships. For others, it may signal the end of the road.

As one survey respondent shared, “Our greatest opportunity lies in acquisitions. As economic pressures mount and operational costs continue to climb, I believe many small and mid-sized towing companies will look to exit the industry.”

Other participants echoed this sentiment in open-ended survey responses, suggesting that market saturation may accelerate industry consolidation. But saturation may also be just the inspiration resilient businesses need to adapt by expanding services, adding specializations, and adopting tools and technologies that transform business operations (See Chapter 4). ▴

Chapter THREE

Staff Struggles: Hiring and Retention Still a Top Challenge



Staff Struggles: Hiring and Retention Still a Top Challenge

CHAPTER THREE

The labor gap identified in last year’s State of Towing Report hasn’t been closed. Staffing struggles – particularly hiring and retaining qualified, dependable workers – continue to cause headaches for towing and recovery professionals across North America.

However, the severity of the issue has eased since 2024. In this chapter, we explore how and where survey respondents are experiencing differences from last year, and what their plans are to address the persisting staffing challenge.

3.1 The Hiring Process Is Improving – But Slowly

Survey data shows that towing and recovery business owners are seeing an improvement in staff retention, but only a modest one.

36% of respondents cited hiring and retaining staff as a major challenge in 2025, down from 41% in 2024.

Which segment still feels this challenge the most? Half of all \$10M+ segment businesses listed hiring and retaining staff as a top challenge – the highest rate among all revenue segments.

For these larger organizations, the stakes are often higher. More trucks. More contracts. Even more pressure to maintain service levels which requires the right people in place.

Could this ongoing challenge inspire a positive change in how the industry approaches workforce development?

3.2 Challenge-Driven Innovation for Better Talent Strategy

Indeed, this year’s survey reveals that towing and recovery businesses across all segments are creatively approaching recruitment and retention.

In terms of hiring, what have you done to both bring in and retain great talent?

Matt Oliver
Operations Manager
Mission Wrecker S.A., Inc., San Antonio, TX



The main thing for us is consistency. With that I mean, set schedules and assigned trucks. When you think of towing, the first things that come to mind are: on call 24/7, no set schedule, slip seating trucks, and never knowing when your next day off will be. We take that stigma and reformed it to the best of our current abilities and tweak it as needed. We value our employees’ time off. We try to not call our operators out, but we all know, in this business, we have to from time to time. When that time comes, we pay out bonuses on top of their normal pay. It’s a small thank you for helping. The appreciation goes a long way. We ask in advance for volunteers when we see a shortfall in the schedule or severe weather in the forecast, to help reduce and minimize the anxiety and tension during the already busy times.

Our best recruiting tool in my opinion is word of mouth from our current operators. They are out on the streets every day interacting one on one with customers and other tow truck operators. They are our rolling billboards. A happy employee in a clean uniform with a clean and well-maintained newer model truck speaks volumes.

Lastly, we try to be as hospitable, patient, and as understanding as possible, while still taking care of

business and getting the job done. We offer PTO and vacation time that is earned and accrued through tenure. Understanding, along with patience, helps us take a struggling operator and find their weaknesses. We want to learn from that and then train, re-train, and counsel the operator if they are receptive and willing. We want to bring them to our standards. Pouring into them individually instead of giving up on the right candidate will help you retain that employee.

In conclusion, my main focus on finding the right employee boils down to you, the employer. Being and showing consistency, offering benefits, newer properly maintained equipment, multi-levels of management available 24/7, and taking the time to counsel, train, and even re-train. When you have those systems in place, your employees do the recruiting for you without them even knowing they are doing it.

The impact this has had on my business is substantial; I do not spend as much time searching for employees. In most cases, they come searching for me. Our turnover rate seems to steadily decrease, and the amount of money spent on trainees goes down as we fine tune these processes. It is always a work in progress and will always be fluid to adjust with the times. ▲

31% of respondents report having implemented new programs to improve their hiring and retention outcomes

These programs might include:

- More structured onboarding and training to help new hires feel comfortable and supported
- Mentorship that builds stronger employee relationships
- Performance-based bonuses
- Flexible scheduling to improve work-life balance

After two straight years with staffing ranked as a top industry challenge, it’s clear that workforce stability is critical to operational success and long-term growth. Companies that invest in their people – and in tools and technology that support them – are more likely to weather the turnover turmoil and build loyal, skilled teams that stick around. ▲



INDUSTRY CHATTER: Challenges and Opportunities

This year's survey offered towing and recovery professionals the chance to state their unfiltered perspectives on specific 2025 challenges and opportunities facing their business and the industry at large.

Challenges:

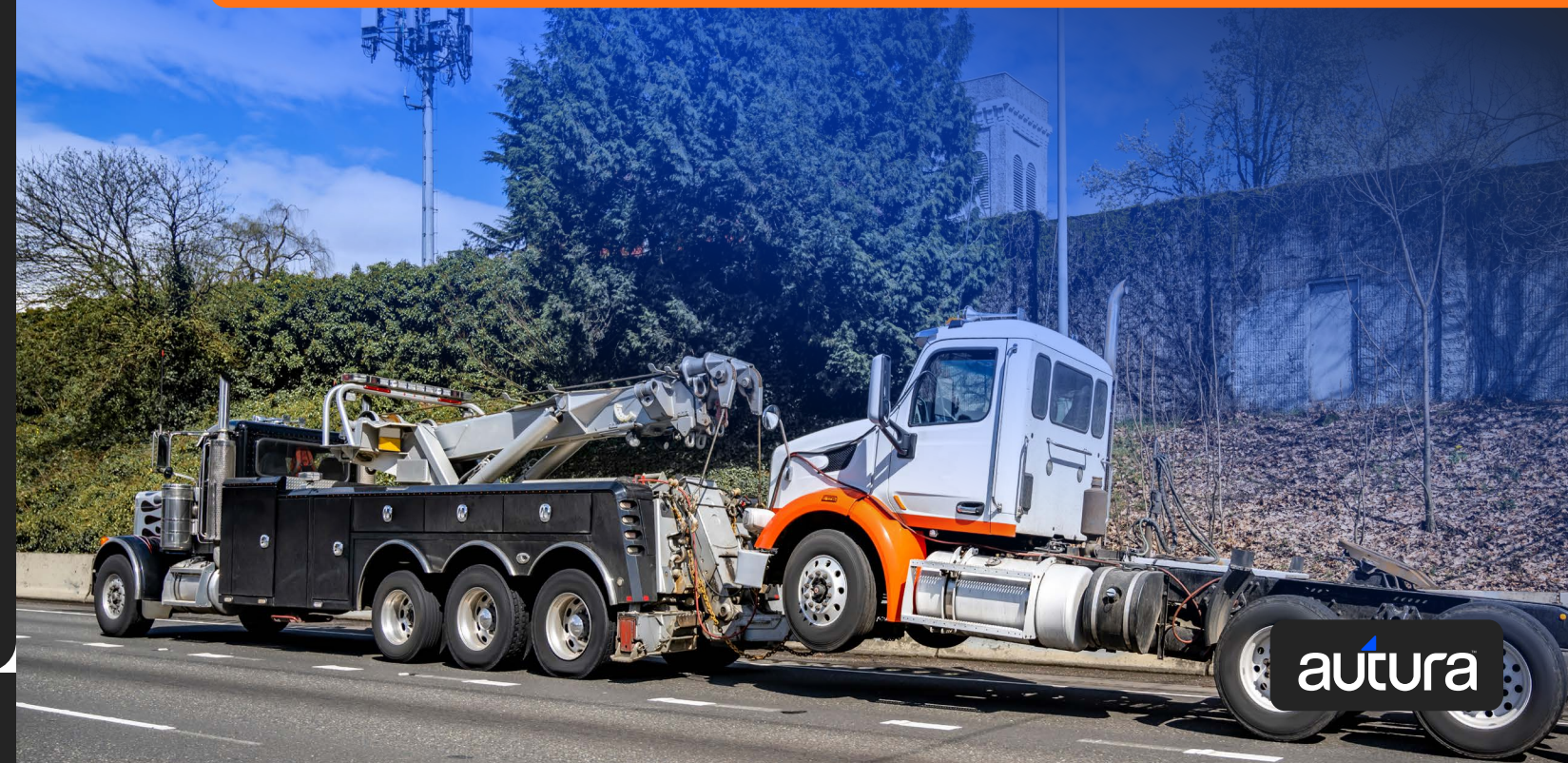
- Waiting to see how tariffs play in parts availability for trucks, and how it affects trucking overall.
- Lack of vehicle design with towing in mind.
- Retaining qualified drivers by paying them enough to stay ahead of inflation.
- Rising cost of doing business — fuel, equipment, insurance, and labor — without a corresponding adjustment in rates, especially in government or insurance-directed tows.
- Streamlining operations as we grow.
- Maintaining volume and customer base we have, recruitment of good operators.
- Keeping pace with increasing costs. It's tough to raise rates more than once per year, but costs are so volatile that we need to track these monthly increases and make changes as required. We no longer have the luxury of making one annual adjustment.
- Inability to increase prices while inflation increases. We are also seeing an increase in 1-2 truck companies in our area that are lowballing prices to gain market share.
- Insuring my business and the insurance clients carry.

Opportunities:

- Having much better employees and business practices than our competitors, leading to more business.
- More potential for acquisitions, as many owners age out and don't have anyone to leave their company to.
- Continued legislative engagement. Through my involvement in our towing association, we're pushing for long-overdue rate increases and insurance reforms that could stabilize the industry.
- Our biggest opportunity lies in the current economic climate with the rising costs of trucks, insurance, and finding good help. I anticipate that other towing companies will either go out of business or downsize significantly. This shift should lead to an increase in available jobs for us, giving us more control over pricing in the local market.
- Consolidation of the industry.

Chapter FOUR

Tow Tech Talk: How Digital Evolution Is Transforming Traditional Operations





Tow Tech Talk: How Digital Evolution Is Transforming Traditional Operations

CHAPTER FOUR

Historically, the towing and recovery industry has traditionally relied on manual processes – but that’s changing. Business owners are seeing more opportunities to leverage technology throughout the towing lifecycle. From dispatch and customer service, to marketing, accounting, and impound lot management and auctions, organizations are welcoming innovative technology that helps improve safety, streamline operations, enhance customer satisfaction, and deliver measurable ROI.

This chapter explores what survey respondents shared about how they are embracing digital marketing and towing-specific software today, and what other technology they are considering as part of their future growth strategies.

4.1 Digital Marketing: A Growth Strategy Continuing to Rise

Last year’s report revealed that marketing was often a back-burner task on respondents’ to-do lists. This year that’s no longer the case. More towing and recovery businesses are prioritizing marketing as a key growth strategy.

39% of 2024 respondents said they did not invest any time or money in marketing. This year that number dropped to just 12%.

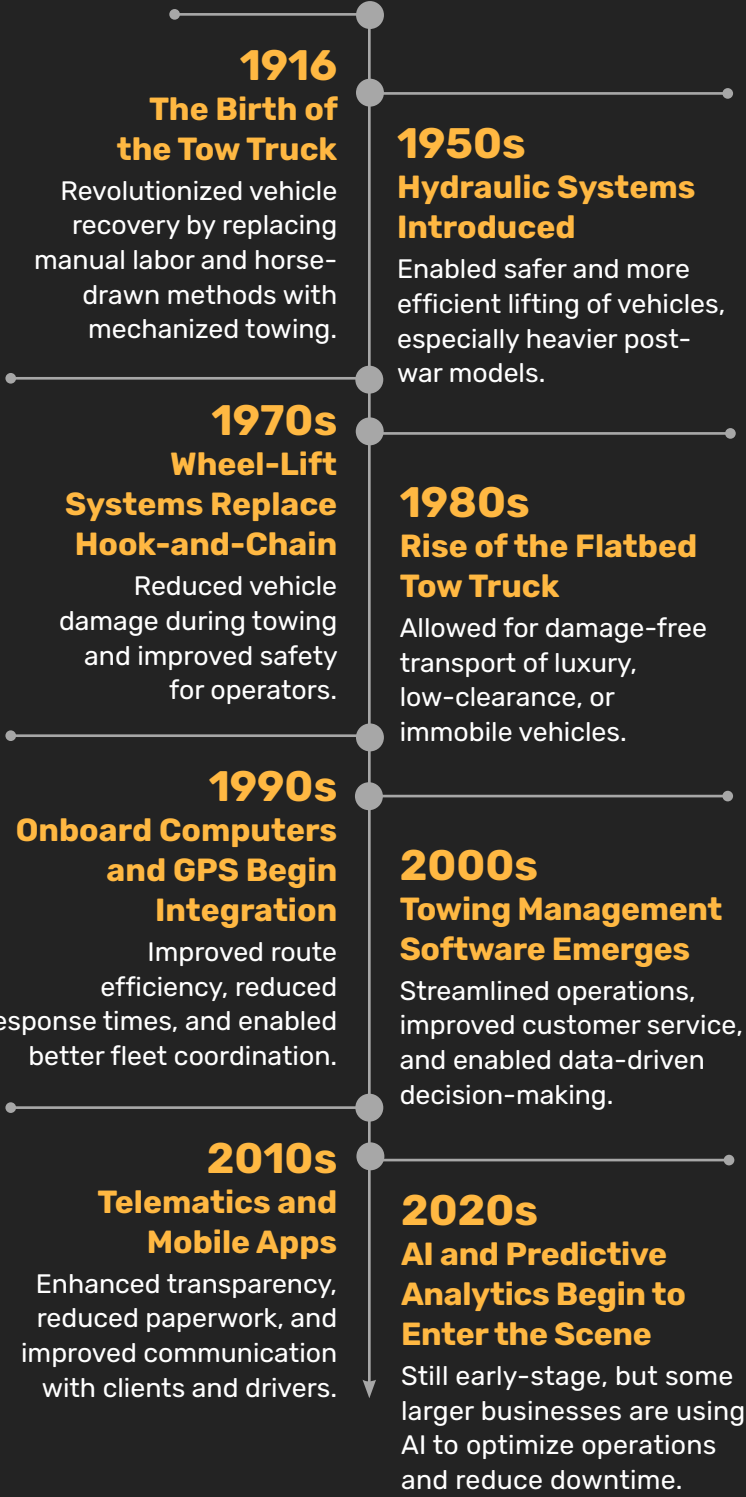
59% of all survey participants reported they are using social media as a primary strategy – the highest adoption rate among all marketing channels (including SEO, SEM, Paid and Local Search, Web).

35% of respondents stated intentions to increase marketing spend in the coming year, signaling a growing recognition that visibility helps brand awareness, volume, and competitive advantage.

Interestingly, single-location businesses reported higher use of social media than multi-location operations.



Towing and Recovery Tech Timeline



Like last year, utilizing an intentional mix of marketing efforts – social media, SEO, web development, organic and paid search – remains the most effective way businesses can maximize impact.

As market saturation and competition mentioned earlier continues to intensify, towing and recovery businesses can invest in digital marketing to help them stand out, attract new customers, and build brand loyalty in a crowded market.

4.2 Digital Management: Towing-Specific SaaS Is a Game-Changer

While digital marketing helps bring in business, what is making the work that towing and recovery operations earn safer, smoother, and more streamlined Towing Management Software. These solutions have revolutionized day-to-day operations and – as a result – businesses of all sizes have been quick to adopt.



80% of professionals report using a Towing Management Software solution to handle their daily operations

Systems streamline workflows with:

- 

Automated dispatching
- 

Secure accurate billing, payment processing, and accounting
- 

Customer communications
- 

Real-time tracking and reporting
- 

Impound lot and auction management

...and more.

This rapid adoption of Towing Management Software indicates that businesses — small and large, single and multi-location — recognize how the right technology can add efficiency to operations out on the road and in the back office, enabling them to do more with less, and faster.

Many Towing Management Software solutions exist. As you consider your options, look for the following qualities to find the technology most effective for your towing and recovery business:

- A single platform with scalable solutions to accommodate growing business needs
- A solution that directly solves some of the shared challenges experienced today, including those mentioned in each chapter of this report
- SOC 2 compliance and powerful support teams to ensure uptime and reliability
- Integrations with other tools you use today
- Flexible pricing models
- Support over DIY — from account setup and onboarding, to training and client success managers who will advocate and partner with you from day one

4.3 Artificial Intelligence: A Tool Mostly Untapped Today, But Explored by Many for Tomorrow

These days, most conversations eventually cover the topic of AI. Despite its popularity and the world’s collective curiosity about real and potential uses, the towing and recovery industry has yet to clearly define how to leverage AI in ways that boost business.

Only 11% of survey respondents mentioned exploring AI as a tool for growth.

It’s among the larger industry players where things change. Almost half of surveyed professionals who did indicate they were considering or actively working on integrating AI into their daily business operations were in the \$10M+ revenue segment.

While AI may not be mainstream in towing and recovery yet, the potential is there. Predictive dispatching? Fleet maintenance and service forecasting? Where do you see AI serving up efficiencies for towing and recovery businesses? ▴

Inside Perspective on AI for the Towing Industry

Jade Fickert
Towboss



The towing and recovery industry has historically been slow to adopt new technology. Think back to when your operation moved from handwritten paper slips to dispatch software. At the time, it probably felt like a huge leap, but now it’s hard to imagine running your business any other way.

Artificial Intelligence (AI) presents a similar opportunity to streamline operations, but with fewer growing pains. Although it may sound complex, AI can be integrated into existing workflows so you don’t have to change what you’re already running on. Done right, it should lighten the load for your team, not create more work.

Right now, every company in the industry is facing the same challenge: staffing. Technology can’t replace good people, but it can take pressure off the ones you already have. By handling repetitive, time-consuming tasks, it allows your team time to focus on the work that grows the business and keeps operations moving forward.

Having worked inside a towing company for many years, I’ve seen firsthand where time gets wasted and where the right tools can make a meaningful difference. While there are several ways AI can support day-to-day operations in this industry, for the sake of brevity, let’s focus on two of the most common inefficiencies I’ve consistently encountered: one on the dispatch side, and one on the management side.

For dispatchers, it’s the constant stream of impound-related calls: “Where’s my car?”, “What do I need to bring?”, “Can I come now?” “What forms of payment do you accept?” These repetitive conversations can be handled through an AI texting conversation that delivers consistent release instructions depending on the reason for the tow, freeing your team to focus on active dispatching and keeping the phone lines open for urgent calls.

For managers, writing recovery narratives for claims is one of the most time-consuming tasks in the office. What used to take hours can now be done in minutes

using a system that generates clear, professional narratives, saving time and ensuring consistency across every invoice.

When it comes to applying AI in our industry, not every use case makes sense, at least not yet. In my experience, AI is most effective right now when used in a text-based format. It allows for full visibility into the conversation, keeps communication clear, and gives your team space to focus on higher-level tasks, not mundane ones that can be delegated to AI.

For instance, we’ve trained AI on the specific use case of communicating with customers after an accident, delivering release instructions, answering common questions, and even booking appointments so you know when they’re coming and can move the vehicle to the front if it has been there a while. It brings structure to an area of operation that’s often unpredictable and hard to plan for.

While I feel that AI text-based solutions are suitable for our industry, from what I’ve seen, AI voice technology just isn’t quite there yet. I don’t believe voice AI is currently equipped to manage the complexity of real-time dispatch, especially involving municipalities. I would not want to jeopardize long-standing contracts because an officer couldn’t reach a live representative. However, I do see value in voice AI being applied in other areas of the towing office to help reduce repetitive administrative tasks.

The AI landscape is moving faster than anyone could have predicted. If you’re thinking, “Now’s not the time,” ask yourself: if not now, when? The technology is here, and it’s not going away. Companies that adopt the right tools early will have a clear edge in recruiting, retaining staff, and running leaner, more efficient operations. Just like your drivers want to work with the best equipment on the road, your office team wants tools that make their jobs easier too.

When built with industry insight, these tools aren’t just convenient, they’re your competitive edge. ▴



About Autura

Atura is mission-driven to provide today's towing and recovery companies with tomorrow's technology so they can modernize operations, scale business, and deliver exceptional customer experiences to their communities.

Our comprehensive solutions help towing and recovery professionals manage a vehicle's lifecycle from the road to the auction. With towing management systems, GPS fleet tracking, digital lien search and notification, payment processing, and unclaimed vehicle auctions, Autura's technology brings speed, efficiency, and data-driven insights to daily operations, helping you maximize profitability and business growth.

Modernize Towing Operations.
Maximize Profitability.
Accelerate Business Growth.

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