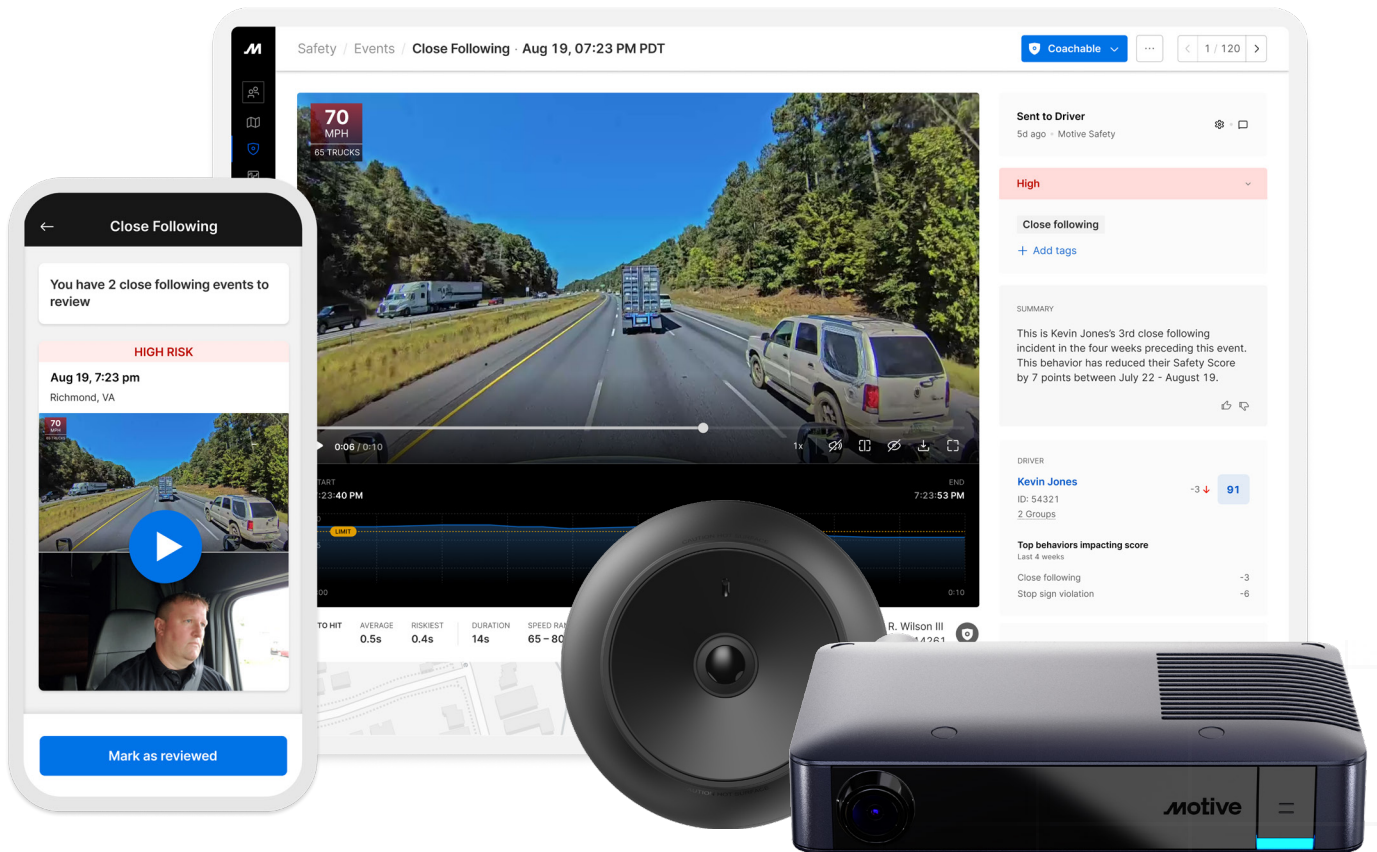


# Motive



# Driver Safety

Motive uses accurate AI to monitor and protect drivers, and gives safety managers the tools to prevent accidents and reduce risk.



Motive AI Dashcam customers prevent accidents through active coaching, reduce accident-related expenses, and reduce insurance costs.

**80%**

Estimated reduction in accidents within one year

**63%**

Reduction in accident-related costs annually

**25%**

Annual reduction in insurance costs

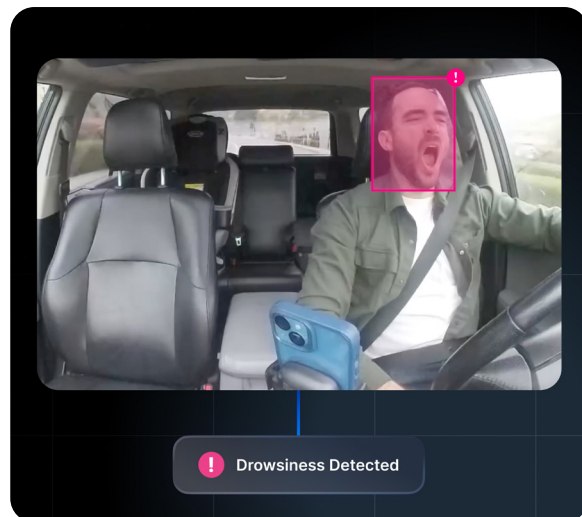
Ryan Ennis  
Head of Risk and IT  
[FusionSite](#)

“Before accidents happen, we’re able to prevent them at a very high rate. We’ve seen a direct correlation between safer performance and AI Dashcams.”

## Detect 20+ safety events with accurate AI.

AI instantly detects risky behaviors, such as cell phone use, drowsiness, and close following. Deliver immediate feedback through audio and visual alerts.

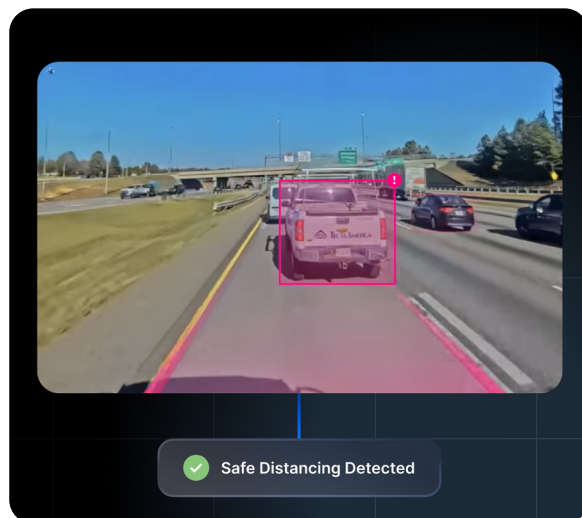
- Correct behaviors with in-cab coaching.
- Instill driver trust with fewer false alerts.
- Only send true safety events for manager review.



## Identify and reward drivers for positive driving behavior.

Motive automatically detects positive driving behaviors, like increasing following distance after being cut off or reacting quickly to avoid a collision.

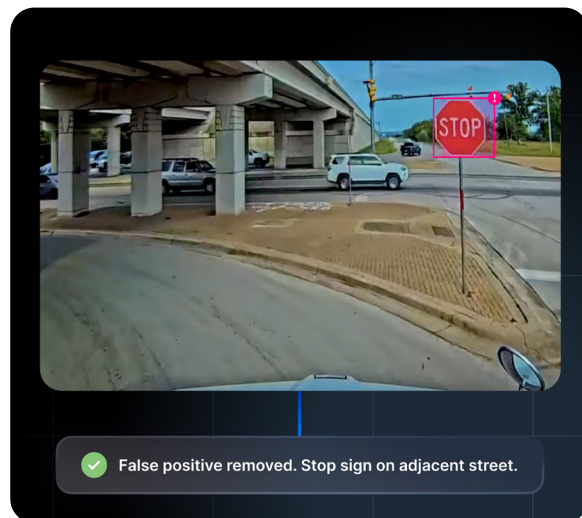
- Review positive behaviors first so drivers are more open to feedback.
- Improve driver trust — positive driving events don't count against Safety Scores.
- Pair safe driving insights with a rewards program to incentivize and recognize driver excellence.



## Ensure drivers are never punished for false positives.

Every safety event is validated through EVE, Motive's Event Validation Engine, to identify and remove false positives so you don't have to.

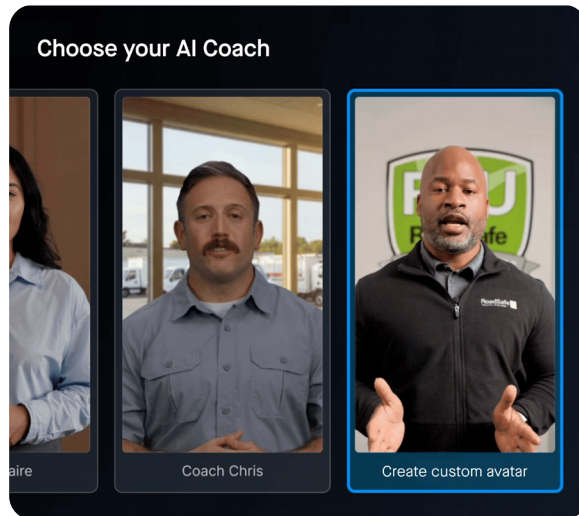
- Cloud-based AI models analyze every safety event and assign a confidence score.
- High-confidence events are automatically sent to managers, while the Motive Safety Team reviews low-confidence events to remove false positives.
- Drivers are never penalized for mistakes they didn't make, and safety managers can focus on events that require their attention.
- Customers can choose to validate events with cloud-based AI models only and forgo human review.



## Automate driver coaching with AI Coach.

Automatically send drivers personalized feedback with AI-generated coaching videos. Your AI avatar highlights positive behaviors, key unsafe events, and how to improve.

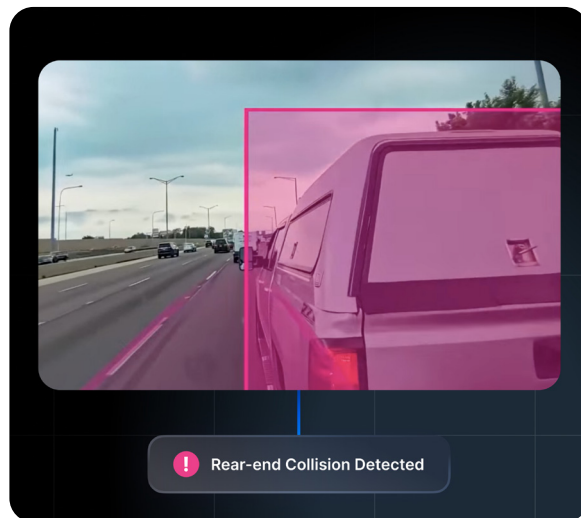
- Reduce live, one-on-one coaching sessions while delivering consistent, timely guidance to every driver.
- Select a pre-set avatar or use AI to recreate your own face and voice.
- Conduct live coaching sessions to address repeat, high-risk behaviors.



## Automatically detect collisions within seconds.

Motive leads the industry in collision detection, with video uploaded immediately to minimize risk of lost footage. Managers get alerted right away with relevant video and telematics data.

- Quickly access collision videos for roadside exoneration.
- Process claims faster with automated collision reports.
- Get a priority line to first responders for severe collisions.



## Eliminate blind spots with 360° video coverage.

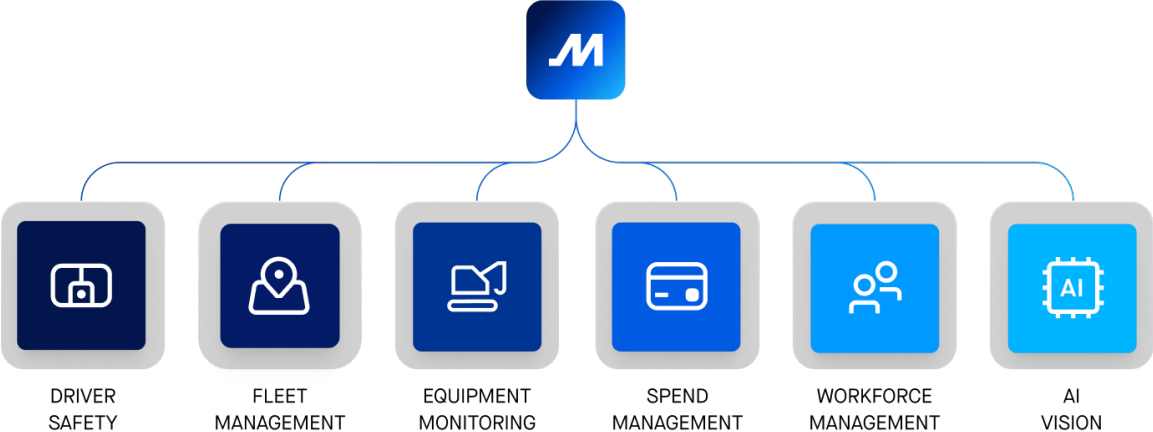
See your vehicle and its surroundings with the AI Dashcam Plus and AI Omnicam. Leave nothing to chance with live streaming, video recall, and engine-off recording.

- Detect risks with AI-enabled side, rear, and cargo monitoring.
- Exonerate drivers in sideswipe and rear-end collisions.
- Resolve disputes faster and maximize job site safety.



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Motive is the AI-powered Integrated Operations Platform for the physical economy.



# Motive

## About Motive

Motive empowers the people who run physical operations with tools to make their work safer, more productive, and more profitable. For the first time, safety, operations, and finance teams can manage their workers, vehicles, equipment, and fleet-related spend in a single system. Motive serves nearly 100,000 customers from small businesses to Fortune 500 enterprises such as Halliburton, KONE, Komatsu, NBC Universal, and Maersk across a wide range of industries, including transportation and logistics, construction, energy, field service, manufacturing, agriculture, food and beverage, retail, waste services, and the public sector. Visit [gomotive.com](https://gomotive.com) to learn more.