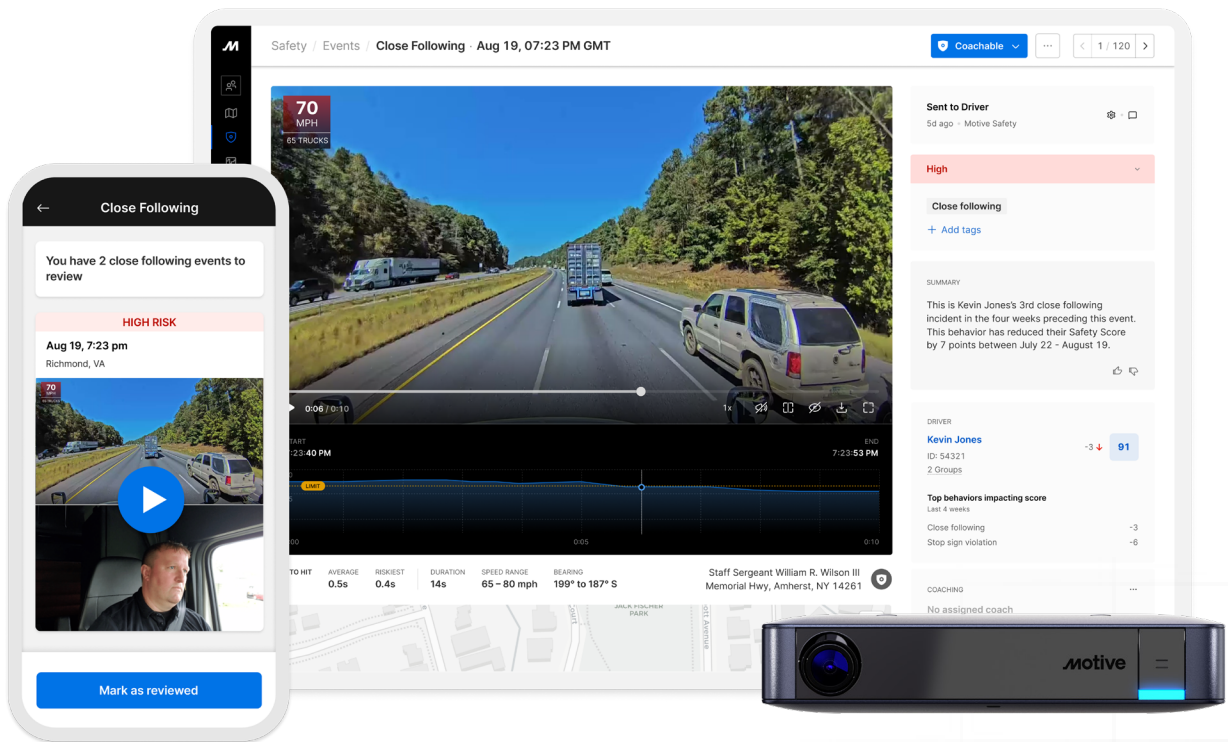


Motive



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 collision-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

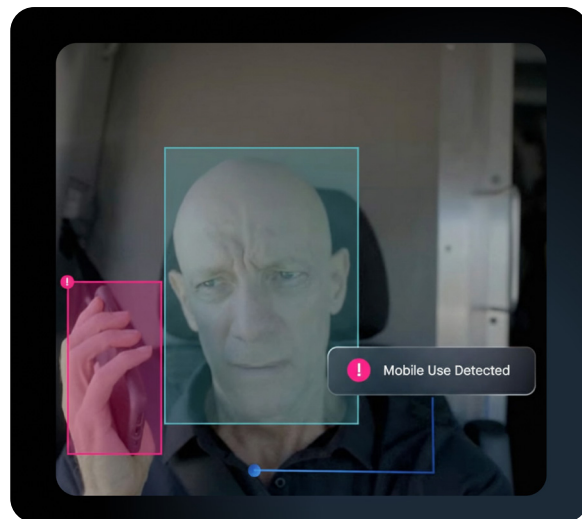
Morgan Bedford
Country Business and Fleet
Manager, Chyone Logistics

“Within 10 days of enabling Motive’s AI Dashcam Plus in-cab alerts, we reduced risky driving events from 1,200 to 400 - a 67% reduction.”

Detect 20+ safety events with accurate AI.

AI instantly detects risky behaviours, such as mobile phone use, lane swerving and close following. Deliver immediate feedback through audio and visual alerts.

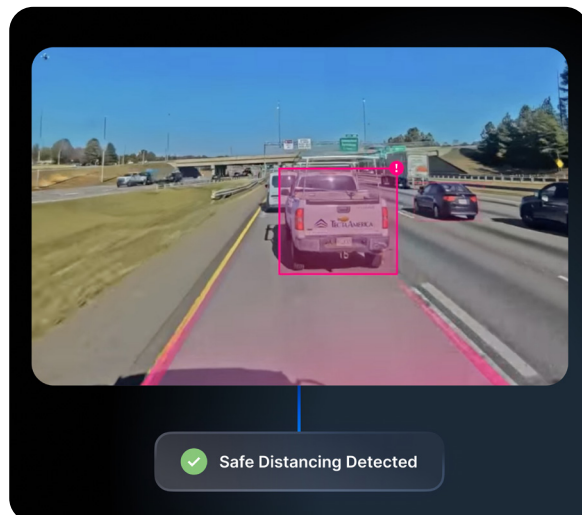
- Correct behaviours with in-cab coaching.
- Instill driver trust with fewer false alerts.
- Only send true safety events for manager review.



Identify and reward drivers for exemplary driving behaviour.

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

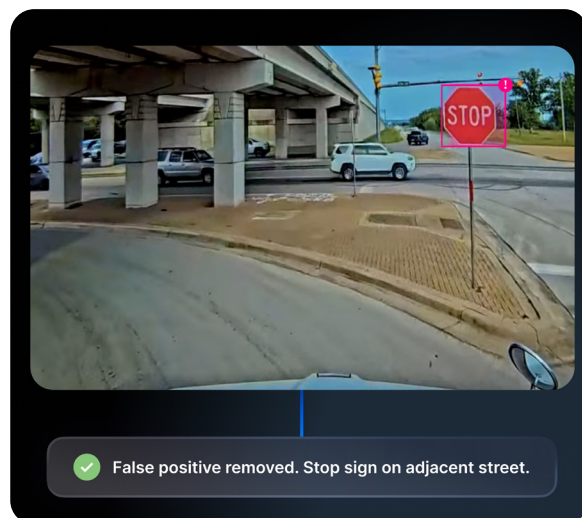
- **Lead with the positives:** Review safe driving behaviours first so drivers are more receptive to constructive feedback.
- **Build driver trust:** ensure proactive hazard perception is rewarded.
- **Encourage excellence:** link safe driving insights with a rewards programme to motivate and recognise top-tier driving talent across the fleet.



Ensure drivers are never punished for false positives.

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

- Cloud-based AI analyses video, audio, and telematics data and assigns a confidence score.
- High-confidence events are automatically sent to managers, while the Motive Safety Team reviews low-confidence events, removing false positives.
- With less noise, managers and drivers can improve trust and focus on true safety concerns.



Automate driver coaching with AI Coach*

Automatically send drivers personalised feedback with AI-generated coaching videos. Your AI avatar highlights exemplary driving behaviours, 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 behaviours.

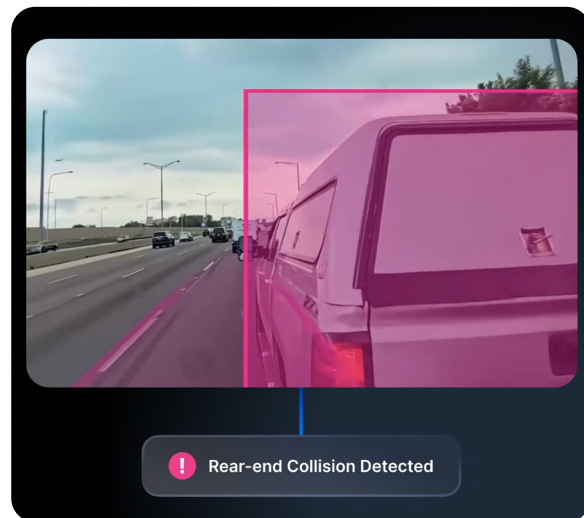
*Available Q2 2026



Automatically detect collisions within seconds.

Motive leads the industry in collision detection, with video uploaded immediately to minimise 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.



See more. Act faster. Prevent more accidents.

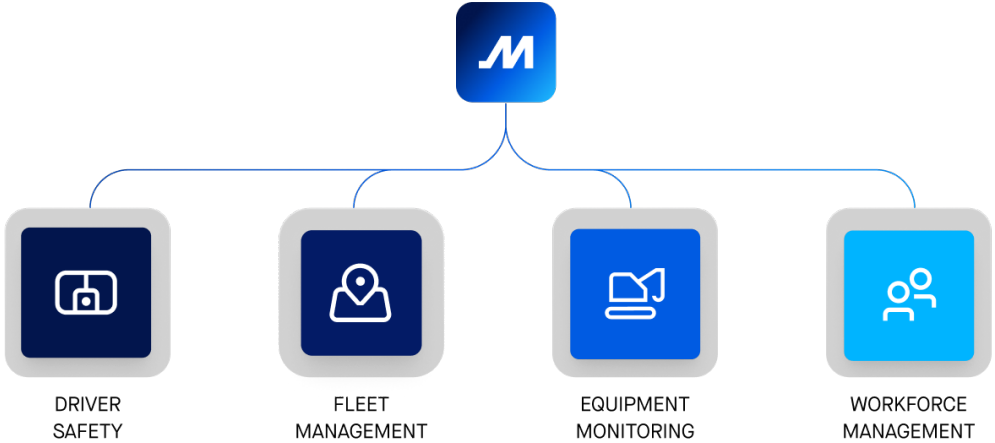
With AI Dashcam Plus, get accurate AI capabilities, hands-free communication, and superior reliability in one unified device.

- Simultaneously runs 30+ high-precision models for more accurate behaviour detection.
- Dual Road Lenses deliver superior depth perception for enhanced collision and lane swerving alerts*.

*Available in late 2026.



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 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/en-gb to learn more.