



Fleet Management

Unparalleled visibility into the location, utilization, and health of your vehicles.

- Experience best-in-class GPS tracking and telematics.
- Get real-time insights into vehicle location, efficiency, and sustainability.
- Improve driver experience with customizable walkthroughs and integrated coaching.
- Reduce downtime with protective fleet maintenance.



AI Dashcam +



Driver Safety

Protect drivers, reduce, and enhance operations visibility with a powerful AI processor.

- Improve quality control processes with greater job site-visibility.
- Coach drivers with custom workflows and Safety Scores.
- Detect 99% of high severity collisions in seconds.
- Gain 360 degree visibility of your vehicles.



AI Dashcam +

AI Omnicam



Equipment Monitoring

High-accuracy equipment tracking and utilization insights that improve your business.

- View real-time GPS and vehicle-asset pairing.
- Find and re-deploy underutilized equipment.
- Protect sensitive cargo from theft and loss.
- Prevent unauthorized use, loss, and theft with geofence alerts.



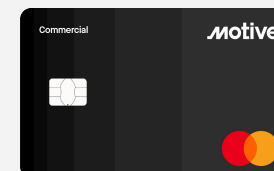
Asset Gateway



Spend Management

Reduce fraud and save money with the only fully integrated fuel card — The Motive Card.

- See up to 5% savings per vehicle.
- Detect fraud with real-time alerts and spend controls.
- Get deep discounts on fuel and maintenance from 25k partners.
- Reduce fuel consumption and unplanned downtime.



Motive Card

Note - All Motive products are available in the U.S. and Canada with the exception of the Motive Card, which is only available in the U.S. It is expected to be available in Canada in early 2026.

The most complex franchise operations in the world trust Motive.

Motive is the only Integrated Operations Platform that combines Driver Safety, Fleet Management, Equipment Monitoring, and Spend Management in a single system. With accurate AI, Motive surfaces essential data and automates manual workflows so you can focus on what matters most: your people and your business.

Our dedicated franchise team is here for you.

- Tailored onboarding & training
- Ongoing customer support
- Co-term agreements



Scan QR code to schedule a meeting

855-922-5740

franchisesales@gomotive.com

Motive delivers proven value to its customers with immediate ROI.

SAFETY

80%

Fewer accidents within 4 months, with regular coaching program

PRODUCTIVITY

50%

less time spent tracking vehicles and assets

PROFITABILITY

\$33K

Annual savings in accident, insurance, and fuel costs, over a fleet of 10 vehicles.



ecomaids



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 more than 120,000 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.