

The most complex fleet 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 industry-leading AI, Motive surfaces essential data and automates manual workflows so you can focus on what matters most: your people and your business.

Motive delivers proven value to its customers with immediate ROI.

SAFETY

57 %

Fewer accidents within 4 months, with regular coaching program.

PRODUCTIVITY

34 %

Less time spent on manual processes.

PROFITABILITY

\$3.4M

Annual savings in accident, insurance, and fuel costs, over a fleet of 1,000 vehicles.



Driver Safety

Protect drivers and reduce risk for your fleet with the industry's most accurate AI.

- Detect unsafe driving 3-4x more accurately than competitors.
- Focus on true safety events with false positives removed.
- Coach drivers with custom workflows and Safety Scores.
- Detect 99% of high severity collisions in seconds.



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.
- Streamline regulatory compliance and reporting — including ELD compliance and IFTA reporting.



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 assets.
- Protect sensitive cargo from theft, loss, and spoilage.
- Prevent unauthorized use, loss, and theft with geofence alerts.



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 has been chosen as the best in the industry.



Unlock the potential of your operations with Motive.



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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.

More than 120,000+ organizations use Motive to run a safer, more productive, and more profitable business.