

The most complex fleet operations in the world trust Motive.

Motive is the only AI-powered Integrated Operations Platform that combines Driver Safety, Fleet Management, Equipment Monitoring, Spend Management, and Workforce 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.

Motive delivers proven value to its customers with immediate ROI.

SAFETY

80%

Fewer accidents within one year.

PRODUCTIVITY

50%

less time spent on manual processes.

PROFITABILITY

\$3.4M

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



Driver Safety

Protect drivers and improve fleet safety with accurate AI.

- Motive detects 15+ unsafe behaviors with up to 99% accuracy.
- Automatically detect collisions in seconds.
- Identify and reward drivers for positive driving behavior.
- Automate driver coaching with AI Coach.



Fleet Management

Get unparalleled visibility into fleet vehicle location, utilization, and health.

- 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

Gain high-accuracy equipment tracking and utilization insights.

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



Spend Management

Maximize savings and eliminate fraud with the Motive Card.

- Get up to 2.5% cashback on every dollar you spend.
- Eliminate fraud with AI-powered fraud detection and auto-declines.
- Protect your organization with Motive Card's \$250,000 Fraud Protection Guarantee*.
- Prevent unauthorized spend with fully customizable controls.



Workforce Management

Manage your workforce in a single platform powered by AI that reduces manual work.

- See all Driver Profiles in a single hub for easier planning, coaching, and workflow automation.
- Manage documents and never manually enter details again with AI-powered document capture.
- Scale worker education and improve knowledge retention with integrated training.
- Simplify payroll with integrated timecard management.

Motive Analytics

Get a complete view of operational performance across your entire fleet with customizable reports and dashboards that can be built in seconds using AI.

Use natural language to ask questions and Motive's AI will uncover insights that help you make fast, impactful business decisions.

The Motive Card is issued by Sutton Bank, Member FDIC pursuant to a license from Mastercard International. Subject to terms of [Spend Management Services Agreement](#). Mastercard and the circles design are registered trademarks of Mastercard International Incorporated.

*The Motive Card Fraud Protection Guarantee is subject to the [Fraud Protection Guarantee Terms and Conditions](#). 2.5% cashback is subject to the [Motive Cashback bundle terms and conditions](#).

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 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.

Nearly 100,000 organizations use Motive to run a safer, more productive, and more profitable business.

CINTAS

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NBC UNIVERSAL

TForce Freight

BARTLETT
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SCIENTIFIC TREE CARE SINCE 1907

PODS

aptive

WESTERN
EXPRESS

DAVEY

Key
Energy Services

CRH

LANDSTAR

KONE

Tulane
University

XYLEM
TREE EXPERTS

CARVANA

DANELLA

LEWIS

CoolSys

STEP
energy services

COLLEGE HUNKS
HAULING JUNK & MOVING

FirstFleet

KLX
Energy Services

MAERSK