

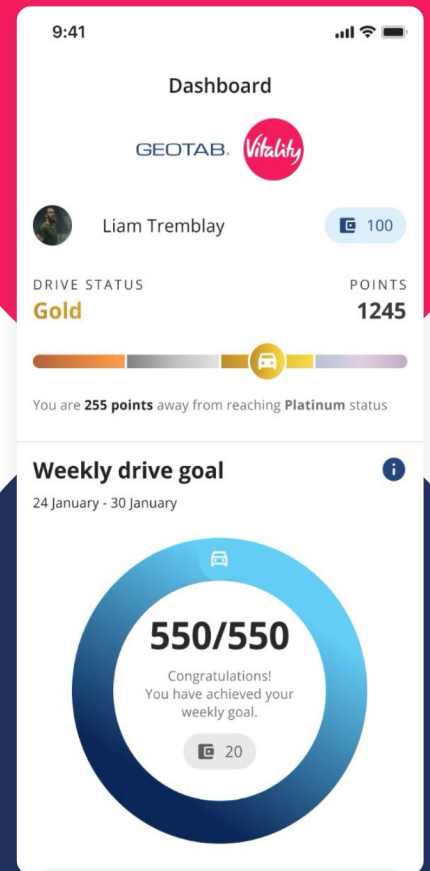
The safety & fuel saving program drivers ask for

Transform fleet safety and retention with the driver enablement platform built on positive reinforcement, not surveillance.

Geotab Vitality is the market's only non-punitive driver behavior platform, designed for fleets that want to improve performance without alienating their workforce. Integrating the proven behavioral science of Vitality—a global leader with over 41 million customers—directly into the Geotab platform, we deliver a 41% behavior improvement in just 60 days.

While competitors rely on recording bad incidents to justify punitive coaching, Geotab Vitality improves the performance of all drivers by rewarding them to improve voluntarily. Turning your telematics into a powerful retention asset.

- **Budget-positive:** Replace ineffective manual driver bonuses with an automated software solution that pays for itself through reduced risk, fuel use, idling and improved driver retention.
- **Frictionless rollout:** Fleet managers are busy. Geotab Vitality requires zero daily administration or manual coaching sessions.
- **Positive ROI:** Generates returns through measurable fuel savings, collision reduction, and lower insurance risk.
- **Easy activation:** Activates instantly on existing Geotab GO devices with zero hardware requirements and no vehicle downtime.
- **Quantifiable results:** Delivers measurable improvements in driving habits by targeting the root causes of risk across the entire fleet.
- **Driver engagement:** Strengthens retention by flipping the narrative from surveillance to a rewarding professional benefit.



"A critical element of the app's success is its ability to directly engage our drivers through a simple, rewarding experience."

— Jenny Vetter, Logistics Manager at Richards Building Supply

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Tim Hortons

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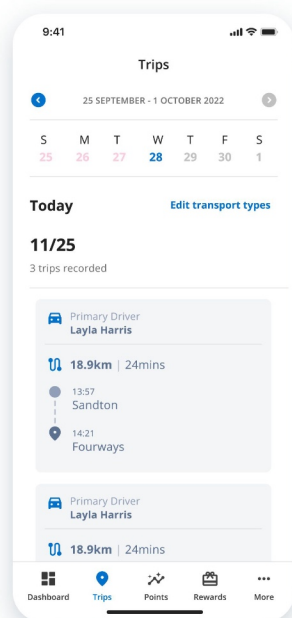
The safety gap: 81% of drivers believe they are safe—only 33% actually are.

Forget complex IT projects and invasive dash cams. Geotab Vitality activates instantly on your existing Geotab GO devices. Driver enrollment is managed natively inside your existing MyGeotab dashboard, delivering a seamless, driver-approved safety platform with zero new software to learn.

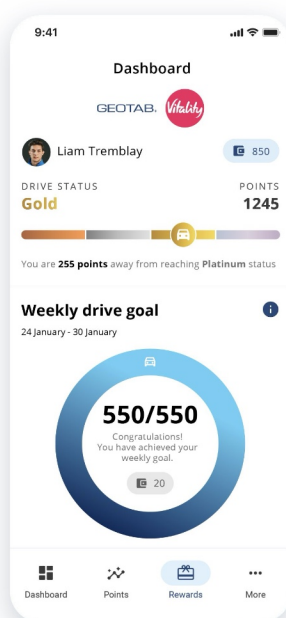
How it works

- **Enroll:** Drivers download the Vitality Drive app in under two minutes.
- **Score:** Drivers interact with a gamified experience, closing daily rings and leveling up from Bronze to Platinum status. Our advanced PCR algorithm scores braking, speeding, acceleration, and cornering contextually against millions of real-world peers.
- **Reward:** Drivers hit weekly safety goals to earn up to \$520 a year in real rewards from over 160 global brand partners.† Reward redemption is 100% automated directly through the driver's app.

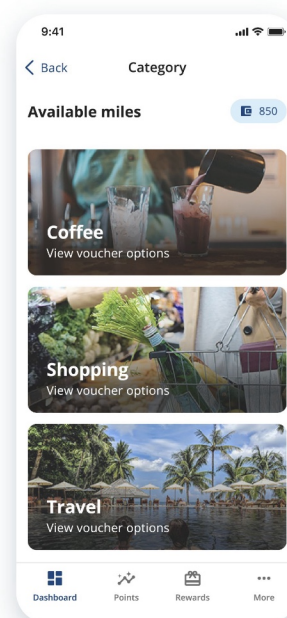
Daily trip feedback & improvement



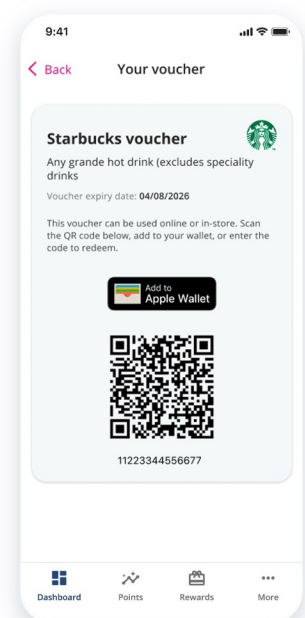
Personalized goals starting weekly



Earn points every week



Redeem points for rewards anytime



Claim your 2 months of Geotab Vitality

Appreciation isn't a one-week initiative—it's a continuous habit, much like safe driving. Embed weekly recognition into your company culture and see its impact on key performance metrics with a complimentary 2-month trial of Geotab Vitality. As the driver-engagement component of Geotab's safety platform, it drives meaningful behavior change through contextual scoring and tangible rewards while tracking ongoing improvement.

Contact your [Geotab Partner](#) | [Geotab.com/vitality](https://www.geotab.com/vitality)

† Reward partner logos shown (e.g., Starbucks, Tim Hortons) are for illustrative purposes. Available rewards partners may vary by area. Geotab Vitality works with over 160 rewards partners globally.