# AI fleet platform Motive launches in UK to improve road safety and reduce operational costs



Motive, a leading AI-powered platform for fleet operations and driver safety, has entered the UK market with the opening of a new office in London—its first major European expansion. The move follows the company’s rapid growth across North America, where it supports sectors from construction and transportation to energy and food services.

Nyanya Joof, formerly of WeWork, will lead UK operations as regional vice president. With over 15 years’ experience in go-to-market leadership, Joof will guide regional strategy, talent recruitment and market execution.

Motive’s platform addresses urgent challenges in UK fleet operations, including driver shortages, rising operational costs and road safety concerns. Its AI-powered "Driver Safety" system detects risky behaviours—such as mobile phone use or failure to stop at signs—and has been shown to reduce collisions by up to 22%. The company reports its dashcam detects 89% of unsafe driving incidents.

Beyond safety, the platform’s "Fleet Management" tools help businesses cut insurance costs, improve fuel efficiency and support EV transition. Smart routing features optimise charging schedules and reduce downtime for mixed fleets.

Motive also offers "Workforce Management" capabilities that automate payroll, scheduling, training and compliance—areas traditionally handled manually. A dedicated driver app enables digital roadside inspections and streamlines document handling.

The UK launch follows a $150 million funding round in July 2025, led by Kleiner Perkins with support from AllianceBernstein. The capital will fund further AI development, expand enterprise capabilities, and drive global growth. Recent innovations include Positive Driving, which rewards safe driving, and the acquisition of battery intelligence firm InceptEV—supporting Motive’s commitment to sustainability and electrification.

“Motive’s platform is already delivering measurable results around the world, and we look forward to unlocking that same value for businesses in the UK,” said CEO and co-founder Shoaib Makani. “AI can help reduce collisions, lower costs and accelerate the shift to more sustainable operations.”

Zach Spengler, director of environmental health and safety at ABM Aviation, noted Motive’s impact in the US: “It’s transforming how we manage fleet safety—helping prevent collisions, protect drivers, and respond faster with real-time insights.”

As UK industries seek to modernise physical operations and cut carbon, Motive’s entry is well timed. With its unified, AI-driven approach, the company is helping position the UK as a leader in intelligent, responsible fleet innovation.

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## Bibliography

1. <https://www.just-auto.com/news/motive-ai-fleet-operations-uk/> - Please view link - unable to able to access data
2. <https://www.just-auto.com/news/motive-ai-fleet-operations-uk/> - Motive, an AI-driven company, has expanded into the UK market by opening a new office in London. This move follows its success in North America, where it has served various industries, including construction, transportation, field services, utilities, energy, and the food and beverage sector. The UK operations will be led by Nyanya Joof, who will oversee regional strategy, hiring, and go-to-market execution. Motive's AI-powered platform offers solutions such as 'Driver Safety' to identify risky behaviours like mobile phone use and stop sign violations, 'Fleet Management' to help businesses reduce insurance premiums and maintenance costs, and 'Workforce Management' to automate tasks like payroll and scheduling.
3. <https://www.ainvest.com/news/motive-launches-uk-revolutionize-fleet-operations-ai-2508/> - Motive, an AI-powered Integrated Operations Platform, has launched in the UK to address challenges faced by businesses with fleets, including driver shortages, rising costs, and road casualties. The company aims to improve safety, reduce costs, and increase productivity through its solutions for Driver Safety, Fleet Management, and Workforce Management. The expansion into the UK is led by regional vice president Nyanya Joof, who will oversee the company's strategy, hiring, and go-to-market execution. Joof brings over 15 years of experience in scaling GTM teams across Europe, including leadership roles at WeWork. Motive's platform is designed to address the most urgent safety, workforce, and cost-related challenges faced by UK businesses.
4. <https://www.businesswire.com/news/home/20220525005292/en/Motive-Raises-150-Million-in-Series-F-Funding> - Motive, the leading Automated Operations Platform for the physical economy, announced today that it raised $150M in additional funding at a $2.85 billion valuation, co-led by Insight Partners and Kleiner Perkins. Motive will use this additional capital to scale its investment in three key areas: accelerate its investment in AI, expand its product suite into spend management, and grow its enterprise capabilities. With businesses facing inflationary pressure, the need for automation to improve safety and productivity while reducing costs is greater than ever. The impact AI-powered automation can have on physical operations is clear — in a recent independent study, the Motive AI Dashcam accurately detected 89% of unsafe driving behavior, helping businesses reduce accidents by up to 22%. Motive is scaling its machine learning and computer vision engineering teams, to help businesses automate an expanding set of operational workflows.
5. <https://www.finsmes.com/2025/07/motive-raises-150m-in-funding.html> - Motive, a San Francisco, CA-based AI-powered Integrated Operations Platform for the physical economy, raised $150m in funding. The round was led by Kleiner Perkins, with participation from both existing investors and new investor AllianceBernstein. As part of this round, Ilya Fushman, Partner at Kleiner Perkins, has rejoined Motive’s Board of Directors. Fushman had led Motive’s Series A in 2015 and backed the company again in its Series F in 2022. The company intends to use the funds to accelerate growth by further expanding its AI capabilities, scaling internationally, and sustaining momentum with enterprise customers. Led by Shoaib Makani, CEO and Co-founder, Motive provides an integrated operations platform to improve the safety, productivity, and profitability of physical operations. The company serves nearly 100,000 customers and 1.3 million drivers across industries like transportation and logistics, construction, oil and gas, utilities and telecoms, food and beverage, agriculture, the public sector, and more— including global leaders like FedEx Freight, Cintas, KONE, Davey Tree, ABM, and CRH. Since 2024, the company has more than doubled its ARR from customers spending over $100,000. With this funding, Motive will expand its AI capabilities to enhance every aspect of physical operations, including driver safety; service verification; preventive maintenance; fraud detection; and automated coaching. These developments are helping customers streamline repetitive tasks, improve safety, and increase productivity.
6. <https://www.freightwaves.com/news/motives-150m-war-chest-signals-all-out-assault-on-fleet-tech-dominance> - Motive Technologies is declaring war on fragmented fleet technology. The San Francisco-based company closed a $150 million funding round this week led by Kleiner Perkins, positioning the AI-powered platform for an aggressive expansion that could reshape how fleets manage everything from driver safety to fuel cards. The platform captures billions of miles of driving data monthly, feeding machine learning models that the company says achieve accurate detection rates for high-severity behaviors. Recent AI innovations include Motive AI Coach, the industry’s first AI avatar delivering personalized driver coaching at scale. The system analyzes weekly driver performance across safety, fuel efficiency, and compliance metrics, then generates customized feedback through virtual coaching sessions. The platform’s latest AI features detect driver fatigue through multiple indicators, including yawning, eye rubbing, and abnormal speed changes. Lane swerving detection and unsafe parking alerts add additional layers of safety monitoring, while fraud detection combines vehicle telematics with payment data to automatically decline suspicious fuel card transactions. The funding comes as fleet technology markets consolidate around comprehensive platforms rather than point solutions. The competitive dynamics extend beyond traditional telematics providers. Microsoft, Google, and Amazon are all investing heavily in commercial vehicle AI, while startups like Samsara have raised billions for competing platforms. Motive’s response appears focused on depth over breadth, building superior AI models through data advantages rather than racing to new market segments. The new capital will fund aggressive international expansion, with Motive officially launching in the UK this August. The company has already gained recognition in the region, being named one of Built In’s “7 Hardware Companies in the UK to Know” ahead of its formal market entry. The UK expansion represents Motive’s first major European market entry and reflects growing international demand for AI-powered fleet management solutions. The company is already seeing rapid growth in Mexico, driven by rising demand for fleet safety and sustainability solutions across North America. Enterprise customers represent Motive’s fastest-growing segment, with the platform now serving global leaders. Industry analysts note that companies are finally ready to move beyond patchwork solutions to unified platforms, with Motive’s comprehensive approach well-positioned to capitalize on this trend.
7. <https://businessmotoring.co.uk/motive-launches-ai-fleet-operations-platform-in-the-uk/> - Motive has launched its artificial intelligence (AI) based fleet operations platform in the UK, with a dedicated office in London. The platform has fleet management, workforce management and driver safety solutions which are already utilised by fleets in North America. Nyanya Joof has been appointed as regional vice president with responsibility for regional strategy, hiring and go-to-market (GTM) execution. Joof brings 15 years of GTM experience having previously held leadership roles at WeWork. Motive will help fleets navigate the switch to electric vehicles (EVs) with tools developed for mixed fleets, as well as dedicated EV forecasting software, which optimises routing, plans charging and reduces vehicle downtime. The company’s driver safety solution uses AI to detect mobile phone use and high-risk driving, allowing fleet managers to implement coaching programmes and maintain safety standards. Cost optimisation is also provided through the platform with maintenance planning, increased driver safety and the route planning function. The workforce management solution also reduces administrative load, with automated scheduling, time tracking, payroll, training and documentation features. A driver app also allows roadside inspections and compliance documents to be completed digitally. Shoaib Makani, CEO and co-founder at Motive, said: “Motive’s mission is to empower the people who run physical operations with tools to make their work safer and more productive. We’re excited to bring that mission to the UK at a time when AI can make a meaningful difference—helping businesses reduce road collisions, lower costs, automate manual work, and accelerate the transition to more sustainable operations. Our platform is already delivering measurable results around the world, and we look forward to unlocking that same value for businesses in the UK.” Zach Spengler, director of environmental health and safety (EHS) at ABM Aviation, said: “Motive’s AI-powered platform is transforming how we manage fleet safety across parts of our U.S. operations—giving us the opportunity to prevent collisions, protect drivers, and respond faster with near real-time insights. There’s clear potential for businesses in the UK and beyond to benefit from the technology to enhance safety, streamline maintenance, and improve fuel efficiency at scale.