



The original gamification solution for Geotab, since 2016



Badge earned
Rising Star

Every trip is a **game** worth winning.

Driver Challenge turns the Geotab data you already have into scores, rankings and badges. Drivers see where they stand in Geotab Drive. Managers see who needs a word in MyGeotab.



Safer driving

Friendly competition on the rules that matter to you: speeding, harsh braking, cornering, seatbelts and more.

Lower costs

Put a price on idling: idling cost and fuel economy for every driver, and a reason to bring both down.

Less coaching

Drivers coach themselves. Managers focus on the few who need it, and celebrate those who improve.

-15%

Rule events, typically,
weeks after deployment

2016

First solution on the
Geotab Marketplace

35,000

Drivers competing today

0

Hardware to install

6

Languages

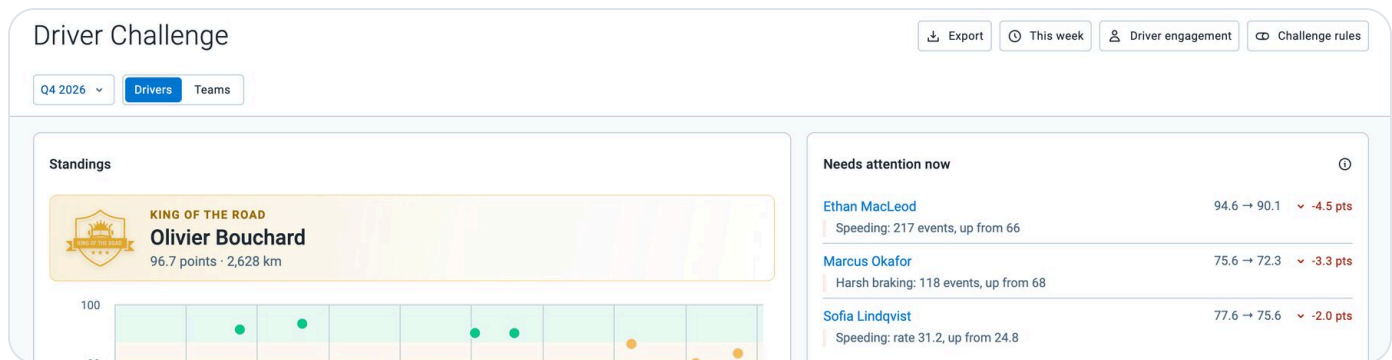
Built into Geotab, for everyone in the fleet.

For drivers, in Geotab Drive

- ✓ **A score out of 100** and how it moved since last quarter.
- ✓ **A leaderboard** and the points to the next rank, anonymous if you prefer.
- ✓ **Streaks and trends** for every rule, and a 2- and 7-day view of recent driving.
- ✓ **Badges** every quarter: King of the Road, Rising Star, Flawless and one for every rule.

For managers, in MyGeotab

- ✓ **Standings** that follow your groups, with team rankings.
- ✓ **Needs attention now**: who slipped this week, and on which rule.
- ✓ **Scorecards**: rank, score, idling cost, fuel economy and every rule.
- ✓ **Fleet insights, engagement** and reports to export.



YOUR FLEET, YOUR RULES

01

Add it to MyGeotab

From the Geotab Marketplace, or through your Geotab reseller.

02

It connects itself

A view-only service account. No hardware, no passwords to share.

03

Pick rules and weights

Score what matters to you; scores are fair per distance driven.

Privacy by design

- ✓ **No location data**: no GPS positions or routes.
- ✓ **Hosted in Canada**, on Google Cloud in Montréal.
- ✓ **Read-only** access to your Geotab database.



Start your 30-day free trial.

On the Geotab Marketplace, or ask your Geotab reseller.

d2go.io/driver-challenge

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marketplace.geotab.com