

Get Geotab Vitality included free for a limited time with any Geotab deployment

Included free, simple to activate, and ready to try on your existing hardware.

When your fleet adds cameras, deploys new GO devices, or trials it on your existing active fleet, Geotab Vitality is included at no extra cost. This limited-time promotion turns your hardware deployment into an active safety culture starting on day one.

Prevention vs. Documentation: Cameras document what happened. Vitality changes driver behavior so it doesn't happen again.

The Missing Part of Fleet Management: Treating drivers as part of the solution improves all Geotab metrics—reducing camera events, cutting idling, and boosting fuel efficiency.

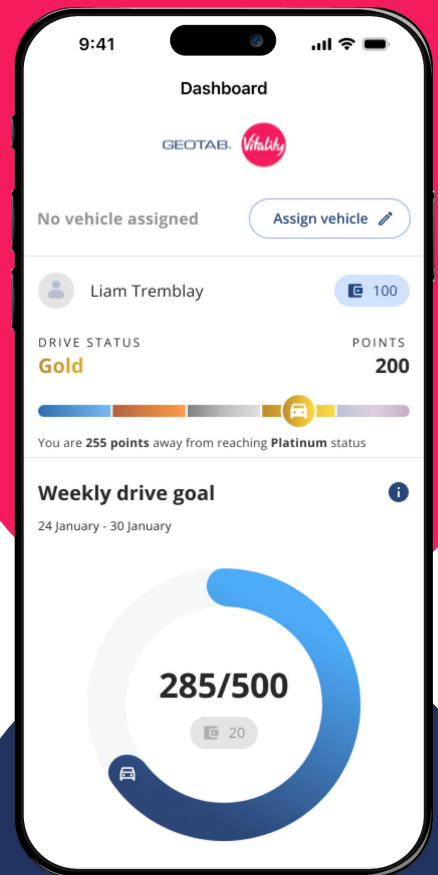
Drivers Ask to Enroll: Peer scoring and real rewards turn "surveillance" into a benefit drivers actively want, even in unionized fleets.

Zero Fleet Overhead: Activates instantly on existing Geotab GO devices natively inside MyGeotab. Zero new software, zero downtime.

Whole-Fleet Improvement: Coaching tools usually only flag the worst offenders. Vitality motivates your entire fleet to improve because everyone has skin in the game.

A Built-In Retention Tool: Drivers who earn real rewards stay longer. Vitality turns your telematics into a professional benefit that builds loyalty.

100% Automated Admin: Runs itself with no manual coaching or administrative overhead. Reward redemption is fully automated through the driver app.



"The missing part of the equation is driver engagement. I hadn't found any other way to connect with the driver. But that's what Geotab Vitality does."

– Barry Budhu, Manager of Transportation, Utilities & Fleet Services, King Township

Real fleets, Safety, ROI.



411% ROI
£27K Saved



349% ROI
\$49K Saved



22% ROI
\$11K Saved



443% ROI
\$195K Saved

Here's exactly what you get and will happen next.

The full Geotab Vitality platform — driver scoring, real rewards, fleet analytics, and the MyGeotab add-in — at no cost for your entire trial period.

Get Geotab Vitality Included if your fleet is:

- Trialing new Geotab GO or camera hardware.
- Purchasing and adding new cameras or GO devices to your fleet.
- Existing Geotab fleet looking to add a driver safety program.

How long it lasts:

Up to 60 days for standard scenarios. More than enough time to realize full benefits of driver buy-in performance improvements and ROI rationalization across the fleet.

The only requirement:

Active Geotab GO devices.

After the Trial:

If you choose to continue to maintain performance improvement safety fuel savings and driver retention gains, standard pricing applies to Nothing carries over or bills automatically—Geotab Vitality or your Geotab partner confirms next steps with you toward the end of the trial period.

Talk to Geotab or your Geotab partner to confirm eligibility and claim the include offer.

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

This offer is available to qualifying fleets through authorized Geotab partners. Offer is subject to change, suspension, or withdrawal at any time without prior notice, at Geotab Inc.'s sole discretion; availability is not guaranteed and may vary by region, partner, or account. Pilot period is 60 days standard, extendable up to 150 days subject to partner confirmation; hardware trial scenario matches trial duration at Geotab's discretion. Applicable to net-new and expansion opportunities only; excludes existing Geotab Vitality subscribers, renewals, and reactivations. Requires active Geotab GO devices with driver assignment configured in MyGeotab. Camera vendor eligibility is unrestricted but subject to Geotab Marketplace compatibility requirements. Continued use beyond the pilot period is subject to standard subscription pricing and a separately executed agreement. This Offer does not constitute a binding commitment or contractual obligation on the part of Geotab Inc. or any authorized partner. Cannot be combined with other promotions, discounts, or trial programs. Results referenced are based on individual customer experiences and may not be representative of all fleets. All trademarks are the property of their respective owners. Offer valid while available.

† Reward partner logos shown are for illustrative purposes; available rewards partners may vary by area. Geotab Vitality works with over 160 rewards partners globally.

