

**PRESS RELEASE**  
For Immediate Release

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# **NEW DESIGN ‘MOTOVATES’ FLEETS AND FAMILIES**

## **Best-In-Breed Distracted Driving Solution Saves Lives with Positive Incentives**

**Chicago, IL - Jan 31, 2018** - Distracted driving collisions continue to threaten the safety of our roadways, accounting for close to 3,500 deaths and nearly 400,000 injuries annually in the United States. In today’s technology-saturated world, healthy and conscious phone habits can be difficult to develop and maintain. Ignoring phone notifications while behind the wheel becomes additionally challenging when employers require regular communication as well as driving on the clock. Distracted driving is a big risk for fleets or company drivers, and damages, injuries, and lost wages resulting from distracted driving collisions cost U.S. companies \$8.2 Billion in 2015.

To address this concern, TextNinja Co. (recently joined by Drive BeeHive of APIS Ventures) applied the psychology of behavior change to the new design of *MOTOVATE*™, a driving safety app with a healthy work-life balance. With top functionalities from both previous distracted driving solutions (the TextNinja app and Drive BeeHive app), TextNinja Co has expanded their flagship product to encompass drivers in a corporate setting - many with families of their own they’d like to keep safe.

*“Naturally we began with family solutions geared towards teen drivers with developing habits. But we began to notice fleets asking about a way to implement our peer-to-peer solution on a larger scale so that companies as a whole could reward individual drivers for practicing safe driving habits. It was then we realized how powerful what we’d built had become...”*

*~Vince Roth, TextNinja Co. President*

The Motovate app combines previous designs with additional insights from fleet managers and safety directors to create a driver-centric solution that rewards self-improvement and behavior change. It is essentially an app-supported driver wellness program, much like a step-counter for employee fitness, that can help reduce risk and save time for company fleets. *MOTOVATE*™ allows employees who drive safely per a company policy to do so in an engaging way that incorporates their real life and encourages habit change both on and off the clock.

The launch and upgrade to the Motovate app adds to the list of tools that TextNinja employs to combat the epidemic of distracted driving. TextNinja will continue to operate as a hub for distracted driving awareness via its website, social media, school partnerships, non-profit affiliations, and safety events.

To learn more and get the app, go to [GetMotovate.com](http://GetMotovate.com). To join the community and stay connected with distracted driving awareness and company news, visit [TextNinja.com](http://TextNinja.com).

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