



● POWERED BY INTELLIFLEET 360

● DISTRIBUTED BY AJIRA TELEMATICS

Know where every vehicle is, how every driver drives — and what every kilometre costs you.

Ajira Telematics fits, runs and supports AI cameras and live tracking for Kenyan fleets — tankers, trucks, buses, vans and plant. One camera, one platform and one local team, so you stop paying for crashes, fuel and hours you cannot see.



NATIONAL AI DASH CAMERA · KEBS & NTSA
APPROVED

15,000+

units installed across East Africa

100+

people fitting and supporting in-country

KEBS & NTSA

approved hardware

12 months

warranty on every unit

KES

priced and invoiced in shillings

THREE QUESTIONS EVERY FLEET OWNER SHOULD BE ABLE TO ANSWER TODAY

Where are my vehicles right now — and are they where they should be?

Live location, route deviation, unauthorised stops and after-hours movement.

Which of my drivers is most likely to crash this month?

AI-detected phone use, fatigue, speeding and tailgating, ranked per driver.

What did each vehicle cost me per kilometre last month?

Idling, over-speed, utilisation, maintenance and fuel-burning habits in one report.

If any of those takes a phone call, a guess or a week of paperwork, this profile is for you.

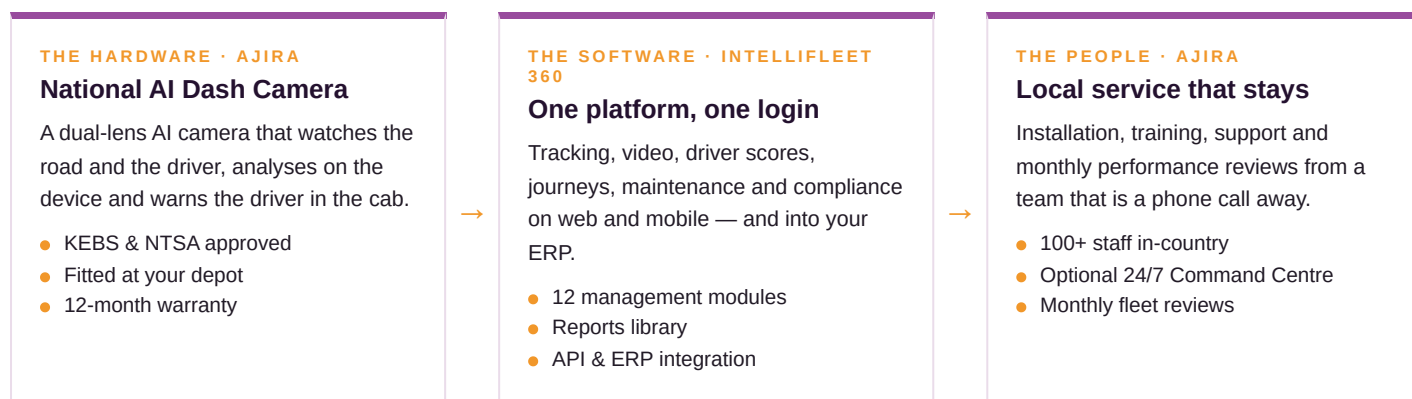
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A Kenyan fleet partner, not a box seller.

Ajira Telematics supplies, installs and supports fleet telematics across East Africa. We are not a reseller who ships a device and disappears: our technicians fit the camera at your depot, our team trains your drivers and controllers, and we review your numbers with you every month. The software that runs it all is IntelliFleet 360 — a cloud platform built for East African roads, regulation and pricing.

HOW IT WORKS — ONE CAMERA, ONE PLATFORM, ONE TEAM



OUR PROMISE TO FLEET OWNERS Fewer crashes, less fuel wasted, no vehicle unaccounted for — and the evidence to prove it, every month.	HOW WE MEASURE OURSELVES Not by units sold, but by your cost per kilometre, your incident rate and how quickly your claims close.
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FLEETS AND INSTALLATIONS WE WORK WITH

Vivo Energy Kenya	Vivo Energy Uganda	Rubis Kenya	Hass Petroleum	Crown Petroleum	Dakawou Transport
Multiple Hauliers	Great Lakes Freight & Transport	Great Lakes Logistics	Swan Carriers	Sifa Investments (EACOP)	
Samad Resources	Acreage Holding	Quickmart	Ufanisi Courier Services	UltraEureka	Roche
Bayinah Academy					

Oil marketers, hauliers, corridor carriers, retail, courier, pharmaceutical, school and project fleets in Kenya and the region.



Why fleet owners choose a local partner. International platforms sell the same features. What they cannot offer is a technician at your yard tomorrow morning, alerts tuned to Kenyan routes and rules, pricing in shillings, and a team that knows your drivers by name. That is the gap Ajira was built to close.

Your fleet is your biggest controllable cost.

Fuel, drivers, repairs, claims and downtime are costs you already pay. Most of them leak away in small amounts that never appear as a single line on the management accounts — until the invoice, the claim or the customer call arrives.

KES 217.86

per litre of diesel in Nairobi
(EPRA review, 15 Sep – 14 Oct 2026).

EPRA

~55%

of road-freight operating costs in Kenya is fuel, according to the Kenya Transporters Association.

KTA, APR 2026

KES 8.2 bn

underwriting loss on motor insurance in 2025 — insurers are pricing that risk back into premiums.

IRA, 2026

4,458

people killed on Kenyan roads in 2025, including 403 drivers and 723 passengers.

NTSA

FIVE LEAKS EVERY FLEET OWNER RECOGNISES



Crashes and liability you can't defend

Repairs, downtime, third-party claims and the premium rise that follows. Without video, fault is decided by the other side's story — and admitted liability claims in Kenya take an average of 29.6 months to settle.



Fuel and hours that leak away

Idling, speeding, harsh driving, private use and detours. Aggressive driving alone can cut fuel economy by 15–30% at highway speeds.



Cargo, fuel and product that goes missing

Siphoning, diversion, unauthorised stops, route-selling and pilferage — high-value and perishable loads are exposed the moment they leave the yard.



Late deliveries that cost you the contract

Missed windows, no proof of delivery and no live ETA for the customer. In distribution, service level is the contract.



Compliance and audits you scramble for

Speed governors, driving hours, EPRA tanker tracking, insurer conditions, customer audits and data-protection duties — all demanding records most fleets still keep by hand, if at all.

WHAT ONE BAD HABIT COSTS, PER TRUCK ILLUSTRATIVE

≈ KES 17,000 / month

One hour of idling a day burns about 3 litres in a heavy truck. Over 26 working days at KES 217.86 a litre, that is roughly KES 17,000 per truck, per month — before engine wear.

≈ KES 32,700 / month

A truck using 3,000 litres a month that improves fuel efficiency by 5% — the average saving from eco-driving programmes — saves about 150 litres, or roughly KES 32,700 a month.

The rules you are accountable for — and how we keep you covered.

Compliance is not a box to tick once. It is a record you must be able to produce when NTSA, EPRA, your insurer or your biggest customer asks. Here is where the obligations stand today, and what the platform records for you.

OBLIGATION	WHAT THE RULE SAYS	STATUS	HOW AJIRA COVERS IT
Speed governors	PSVs and commercial vehicles above the tare-weight threshold must carry an approved speed limiter (KS 2295). Limits: 80 km/h, or 65 km/h when towing.	● In force	Over-speed alerts by road and zone, speed profiles per trip and per driver, and records that show the limiter is doing its job.
Driving hours	Traffic Act s.66A: no more than 8 hours' driving in any 24 for PSV and commercial drivers. Fines up to KES 50,000 for a first offence.	● In force	Trip and engine-hour logs per driver, fatigue and yawning detection on the cabin camera, and alerts before a driver goes over.
EPRA — petroleum tankers	LN 182 of 2025: every permitted tanker needs GPS reporting distance, location and speed; a journey plan per consignment; 4 hours' maximum continuous driving.	● In force since Nov 2025	GPS tracking that produces EPRA-ready reports on request, journey management with planned routes, rest-stop monitoring and geofenced depots.
Data Protection Act, 2019	Transport operators and anyone running cameras must register with the ODPC. Driver monitoring needs a lawful basis, driver notices and a data-protection impact assessment.	● In force	Ajira is registered as data controller and processor. Event-only video upload, role-based access, retention limits and a data-processing agreement with every client.
Annual inspection	Commercial vehicles, PSVs and school vehicles must pass inspection and display a valid sticker.	● In force	Inspection and certificate-expiry reminders, service schedules and a vehicle register that keeps every date in one place.
NTSA 2026 telematics rules	Gazetted in 2026: school-transport and commercial-vehicle rules requiring telematics (with a passenger-facing camera for school vehicles). Expected to roll out soon.	● Expected to return	Fleets fitted now are ready the day the rules take effect — and already enjoying the savings in the meantime.

INSURERS AND CUSTOMERS ARE ASKING TOO

Oil marketers, multinationals and insurers increasingly make tracking and camera evidence a condition of contract or cover. A clean, consistent record wins tenders and shortens claims.

PROTECTION, NOT POLICING

Drivers accept cameras that protect them. We help you brief drivers, publish a fair-use notice and use footage to coach and to exonerate — not to punish.

One camera. One platform. Every vehicle accounted for.

We fit one device per vehicle and give you one login for the whole fleet. No second vendor for video, no separate tracking contract, no spreadsheet stitching it together.



THE HARDWARE — NATIONAL AI DASH CAMERA

Road-facing and driver-facing lenses, analysed simultaneously on the device. The driver hears a warning in the cab at the moment of risk; you receive the clip only when an event happens.

Cameras	1080p road · 720p cabin	AI events	16, analysed on-device
Positioning	GPS / GLONASS / QZSS	Connectivity	4G, event-only upload
Storage	microSD, up to 1 TB	Power	9–32 V, cars to heavy trucks
Expansion	2 extra ports — 4 cameras total	Approvals	KEBS · NTSA · CA Kenya

THE SOFTWARE — INTELLIFLEET 360 PLATFORM



Live tracking Real-time GPS/GLONASS location, trip history and route replay.	AI driver monitoring Phone use, fatigue, distraction, seatbelt and tailgating.	Video evidence & live view Event clips, live streaming and remote footage requests.
Driver scorecards Speeding, harsh braking and acceleration ranked per driver.	Journey management Planned routes, deviation alerts and cross-border journeys.	Geofencing & zones Depots, sites and no-go zones, after-hours movement alerts.
Alerts & incidents Real-time alerts, panic/SOS and incident investigation.	Delivery & ETA Live ETAs, proof of delivery and drop verification.	Asset & maintenance Service, inspection and certificate-expiry reminders.
Compliance reporting Over-speed, driving-hours and ISO 39001-aligned scores.	Analytics & reports Utilisation, violations and executive KPI dashboards.	API & ERP integration SAP, Microsoft Dynamics, Power BI, Odoo and more.

Your data, your systems. Choose the data types you want — trips, events, fuel-burning behaviour, deliveries — and the IntelliFleet 360 API delivers them to your ERP or dashboards, so operations, finance and your insurer read from the same numbers.

From gut feel to a number you can manage.

Every leak on page three maps to a capability already live on the platform — and to a measure you can put in front of your board, your insurer or your customer.

THE LEAK	WHAT CLOSES IT	WHAT YOU WILL TRACK
Crashes & liability	AI cameras coach the driver in the cab; video captures every incident with location and speed.	Collisions per million km · harsh events per 100 km · claims closed
Fuel & hours	Idling, over-speed and harsh-driving scores per driver; route and journey control.	Idle % of engine time · litres per 100 km · overtime hours
Cargo & product loss	Live tracking, geofences, route-deviation and unauthorised-stop alerts.	Unplanned stops · deviation alerts · shrinkage incidents
Late deliveries	Live ETAs, proof of delivery and drop verification shared with customers.	On-time delivery % · drops per vehicle per day
Compliance & audits	Speed, driving-hours, inspection and certificate records produced automatically.	Over-speed events · hours breaches · expired documents

A WEEK WITH AJIRA, FROM THE FLEET MANAGER'S CHAIR

Monday, 7:30. The weekly driving-score report is waiting. Three drivers account for most of last week's harsh braking; each has a coaching clip ready.

Wednesday, 14:10. A tanker leaves its planned route near Mlologo. You get the alert, call the driver and the truck is back on route in minutes.

Thursday, 18:45. A third party claims your truck hit his car. You pull the clip from your desk: he reversed into you. The claim is closed before it is opened.

Month end. Your Ajira account manager walks you through cost per kilometre, idle time and incidents against the month before.

REPORTS READY FROM DAY ONE

Trip report	Movement report	Historical tracking	Engine hours & utilisation
Vehicle statistics	Driver statistics	Violations & events	Weekly driving score
Certificate expiry	Monthly activity	Positions tracking	Executive KPI pack



Built for drivers, not against them. Good drivers are recognised on the scorecard, warned in the moment rather than punished later, and defended by video when another road user is at fault. That is how fleets get driver buy-in — and why the habits stick.

Built around the cargo you carry.

The platform is the same; what matters to you is not. We configure alerts, reports and coaching around the risks of your industry.

Oil, gas & energy

YOUR RISK Tanker crashes, product theft and diversion, EPRA permits at stake.

WE FIT GPS that meets EPRA's tracking rule, journey plans, rest-stop and fatigue monitoring, geofenced depots and stations.

EPRA LN 182 of 2025 requires GPS on every permitted tanker.

Logistics & cross-border haulage

YOUR RISK Corridor delays, unplanned stops, driver fatigue, cargo integrity.

WE FIT Cross-border journey management, unauthorised-stop alerts, fatigue detection, ETAs your customers can see.

Mombasa–Kampala averaged 118 hours in Jan–Jun 2026 (NCTTCA).

Retail, food & FMCG distribution

YOUR RISK Tight delivery windows, perishable stock, route-selling and shrinkage.

WE FIT Route discipline, proof of delivery and drop verification, live ETAs, cold-chain-ready monitoring.

Food loss and waste costs Kenya an estimated KES 72 bn a year (WRI, 2025).

Passenger, school & staff transport

YOUR RISK Speeding, fatigue, night travel, parents' and employers' trust.

WE FIT In-cab speed and fatigue warnings, curfew and route geofences, live location for schools and employers.

723 passengers were killed on Kenyan roads in 2025 (NTSA).

Mining & construction

YOUR RISK Idle plant, unknown utilisation, rough-terrain safety and misuse.

WE FIT Engine-hours and utilisation reports, site geofences, after-hours movement alerts, maintenance reminders.

Half of fleets say heavy equipment idles over 25% of engine time (Teletac Navman, 2026).

Car hire, leasing & courier

YOUR RISK Theft, cross-border smuggling, misuse and failed deliveries.

WE FIT Live tracking, geofences and after-hours alerts, remote footage, proof of delivery for last-mile.

DCI reported a 2025 spike in car theft, including via hire vehicles (The Star).

Also serving: pharmaceuticals and healthcare, agriculture, NGO and humanitarian fleets, county and government fleets, ambulances and security companies — anywhere vehicles are an asset to protect and a cost to control.

Results first. Then a plan to get them in your fleet.



International figures are vendor-reported benchmarks from North American and European fleets, shown for context. Every Ajira engagement starts with your own baseline so that your results are measured on your vehicles.

GETTING STARTED — FIVE STEPS

- 1 Fleet survey**
 We review your routes, vehicles and pain points and agree baseline numbers.
- 2 Installation**
 Technicians fit cameras at your depot, around your schedule.
- 3 Training**
 Controllers learn the platform; drivers are briefed on what the camera does.
- 4 Go-live**
 Alerts, geofences and reports tuned to your operation.
- 5 Monthly review**
 Cost per km, idle time and incidents reviewed with your account manager.

SERVICE YOU CAN RELY ON

- 12-month warranty**
 Every unit covered, with local replacement and re-fitting by our own technicians.
- 24/7 Command Centre**
 Optional managed monitoring: our staff watch critical events and call your team.
- Data protection**
 Kenya DPA 2019 compliant as controller and processor; event-only video; role-based access.

QUESTIONS FLEET OWNERS ASK US

- Will my drivers resist the camera?**
 Some do at first. We brief them, explain what is and is not recorded, and show them clips where the camera cleared a driver. Most come round within weeks.
- Who owns the data and footage?**
 You do. Ajira processes it on your behalf under a data-processing agreement, in line with the Data Protection Act, 2019.
- What happens if a unit fails?**
 It is covered by the 12-month warranty. Our technicians replace and re-fit it locally, so the vehicle is back on the road quickly.

START HERE

Ten vehicles. Thirty days. Your numbers.

We fit ten of your vehicles at your depot, you keep operating, and within six weeks you receive a written baseline-versus-pilot report and a fixed fleet-wide price.

SOFTWARE PLATFORM

INTELLI FLEET360
 ADVANCED TELEMATICS

- 0781 81 81 81 · +254 708 076699
- tracking@ajiratelematics.com
- www.ajiratelematics.com · @ajiratelematics
- Harrison House, 3rd Ngong Avenue, Upper Hill, Nairobi