

Fleet *Brief*

The monthly briefing for people who run fleets in Kenya, East Africa and beyond



3,995

lives lost on Kenya's roads in nine months

COVER STORY • PAGE 03

The roads are getting more dangerous, not less.

Deaths are up 9.2% on 2025. Who is dying, what the regulator plans next, and what a fleet owner can change before the festive season.

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FROM THE CHAIRMAN

Why we are starting a newsletter

Every month our Command Centre watches thousands of journeys across Kenya and the region. We see the harsh brakes at 2 a.m., the overtakes that should never have started, the trucks idling outside a depot for three hours. We also see what changes when a driver is coached, a route is re-planned or a manager finally has the numbers.

This briefing is our way of sharing what we learn. Each month you will get the regulation, fuel and infrastructure news that touches your cost per kilometre, a short lesson you can use in a toolbox talk, and a little fun for the tea break. Kenya first, then East Africa, the rest of the continent and the world.

We have one rule: every number in these pages is sourced, and anything illustrative is labelled as such. If we get something wrong, tell us and we will correct it in the next issue. Drive safe, and share this with the people behind the wheel.

Mohamud Ali Ahmed
Chairman, Ajira Telematics Limited

OCTOBER IN NUMBERS

3,995 road deaths in Kenya, 1 Jan – 4 Oct, up 9.2%	217.86 KSh per litre of diesel, Nairobi, to 14 Oct	US\$105 Brent crude on 8 Oct, up about 5% in a day
15.6% transport inflation in Kenya, September	8.75% Central Bank Rate, held on 7 October	–7.8% road deaths in Ghana in September

● COVER STORY • KENYA

Nine months, 3,995 lives

Between 1 January and 4 October 2026, 3,995 people died on Kenyan roads, against 3,657 in the same period of 2025. That is 338 more families, and a rise of 9.2%.

The figures come from the National Transport and Safety Authority (NTSA), whose Director of Road Safety, Dr Andrew Kiplagat, set them out on 5 October. About 15,472 people have been injured this year; serious injuries are up 6% and slight injuries 3.5%.

The breakdown matters for fleets. Pedestrians and motorcyclists account for almost two in three deaths. They are the people your drivers share the road with at every town crossing, market and junction, and they have no crumple zone.

THE NIGHT AT SALAMA

“Shortly after midnight, a truck driver pulled out to overtake another truck.”

He met a 14-seater minibus carrying Catholic pilgrims near Salama on the Mombasa Road, about 90 km south-east of Nairobi, on 3 October. At least 17 people died. NTSA calls the stretch a known black spot.

Source: Al Jazeera, 3 October 2026.

Who died, 1 January – 4 October 2026

Each dot is ten lives



● Pedestrians	1,490
● Motorcyclists	1,061
● Passengers	662
● Drivers	352
● Not broken out	430

Source: NTSA, via The Kenya Times, 6 October 2026. Dots rounded to the nearest ten.

64%

of this year's road deaths were pedestrians and motorcyclists: 2,551 of 3,995.

The pattern behind the numbers

Most of this year's victims were outside a vehicle. For a fleet, the risk sits where a large vehicle meets an unprotected road user: junctions, town centres, markets and night-time overtakes. That is where speed limits, alerts and coaching earn their keep.

KENYA • ENFORCEMENT

Enforcement is coming back

Instant fines, speed cameras and a December push on PSV drivers. The festive season will be policed harder than last year.

NTSA says instant traffic fines could return on **26 November**, provided the court challenges against them are resolved first. The targets are speeding and drink-driving, with speed cameras planned for clearly marked zones. About 18,000 boda boda riders in Nairobi have been documented under a management system.

Free training for PSV drivers. NTSA began free four-day courses on 21 September in Voi, Mombasa and Garissa, aimed at more than 4,000 drivers, SACCO managers and operators. They cover defensive driving, hazard perception, fuel efficiency and fleet management, and will feed a review of the PSV (Operations) Regulations, 2014.

Sources: The Kenya Times, 6 Oct 2026; Kenyans.co.ke, Sep 2026.

What a fleet owner can do this month

- 01** Pull last month's overspeed and harsh-braking events and coach the top five drivers by name.
- 02** Set a night-driving alert between 23:00 and 05:00 on long-haul routes.
- 03** Brief every driver on overtaking, using the toolbox talk on page 12.
- 04** Check speed-governor certificates before enforcement tightens.

REGULATION WATCH • KENYA

The rules were annulled. The risk was not.

In July the Senate struck out three sets of NTSA rules over inadequate public participation. Talks to bring them back are under way. Smart operators are complying anyway.

LEGAL NOTICE • 2026

ANNULLED

~~NTSA (Operation of Commercial Vehicles) Regulations~~

Telematics, speed governors, underride protection, limits on driver hours, safety training.

LEGAL NOTICE • 2026

ANNULLED

~~Traffic (School Transport) Rules~~

Standards for vehicles, crews and learner safety on school runs.

LEGAL NOTICE • 2026

ANNULLED

~~Traffic (Motor Vehicle Inspection) Rules~~

Annual inspection for private cars over four years old.

The Senate's decision was reported on 22 July 2026. As of 6 October, the Ministry of Transport is in talks with Senate leaders and the Traffic Act itself is under review, covering drink-driving, heavy commercial vehicles and inspections. The rules may well be resubmitted.

School transport. Term 3 closes on 23 October and national exams follow. NTSA

has reminded operators that every school vehicle needs valid inspection, a Road Service Licence and insurance; a speed limiter that sends data to NTSA's Intelligent Road Safety Management System; PSV-badged crews; and a seat belt for every learner.

Sources: Techweez, 22 Jul 2026; The Kenya Times, 19 Aug and 6 Oct 2026; Kenya Gazette LN 14 of 2026.

The annulment was about process, not substance. Treat the 2026 draft as the direction of travel.

OUR VIEW

Clients, insurers and oil marketers already ask for telematics, driver-hour records and coaching. Fleets that are ready when the rules return will not scramble, and will have a year of their own safety data to show.

Self-check: ready if the rules came back tomorrow?

● IN PLACE ● PARTLY ● NOT YET

- Telematics on every vehicle, reporting live position and speed
- Driver hours recorded from trip logs, not paper
- Underride protection on trailers and rigid trucks

- Speed governor fitted and certified, certificate in date
- Driver safety training logged per driver, with dates
- Video and data you can hand to an insurer after an incident

Requirements are those in the annulled 2026 draft and may change if the rules are resubmitted.

● FUEL AND MONEY • KENYA

Watch diesel on 14 October

PHOTO: ALI MKUMBWA / UNSPLASH

EPRA held pump prices for the cycle to 14 October. But diesel's landed cost rose 11.86% between July and August, and crude climbed again in early October.

NAIROBI MAXIMUM PUMP PRICES • 15 SEP – 14 OCT 2026

Diesel

KSh 217.86



Taxes and levies **KSh 64.07 (29%)** Product, freight and margins

Super petrol

KSh 214.03



Taxes and levies **KSh 73.86 (35%)** Product, freight and margins

Sources: EPRA via The Star and HapaKenya, 14–15 Sep 2026. Next review 14 October; new prices from the 15th.

The money picture

Inflation, September **6.8%**

Transport inflation **15.6%**

Diesel, national average, year on year **+26.9%**

Central Bank Rate, held 7 October **8.75%**

KES per US\$, 9 October **129.91**

Sources: KNBS, 30 Sep 2026; Central Bank of Kenya, 7 Oct 2026; The Kenya Times, 9 Oct 2026.

Diesel along the corridor

Nairobi cap, to 14 Oct **KSh 217.86**

Dar es Salaam cap, October **TSh 4,086**

Uganda, diesel price, year on year **+42.5%**

Brent crude, 8 October **US\$105+**

Sources: EPRA; EWURA via The EastAfrican, 8 Oct; Daily Monitor, 3 Oct; Euronews, 8 Oct 2026.

ILLUSTRATIVE • WHAT KSH 10 MORE MEANS

A truck averaging 3 km per litre over 8,000 km a month burns about 2,667 litres. Every KSh 10 on the pump price costs about **KSh 26,700 a month**, or **KSh 320,000 a year**, per truck. A 10% fuel saving from coaching and less idling is worth more than that at today's price.

What to do before the 15th

Check any bulk or on-account fuel arrangements before the new prices land, and pull last month's idle report. Idling is the one fuel cost you can cut without changing a single route.

INFRASTRUCTURE • KENYA

Roads, rail and the port



Container traffic through Mombasa beat its target in 2025/26. Photo: Ali Mkumbwa / Unsplash



Rail freight rose 12.3% in the first half of 2026. Photo: Stanley G. Mathu / Unsplash



ROADS

Rironi–Mau Summit about 20% complete

Officials say the Rironi–Nakuru section of the 233 km highway should be usable by Madaraka Day 2027. The goal is to cut Nairobi–Eldoret and Kisumu trips from 8–10 hours to about four. *Kenyans.co.ke*, 29 Aug



PORT

Mombasa sets a record

2.24 million TEU and 46.4 million tonnes in the year to June 2026, both above target.

KPA via Eastleigh Voice, 21 Jul



RAIL

SGR freight up 12.3%

4.3 million tonnes in the first half; containers up about 44% in May and June after China opened zero-tariff access for Kenyan goods. *Capital FM*, 13 Jul



CORRIDOR

75,000 tonnes a day

That is the Northern Corridor's load, carried on 2,000–3,000 trucks, as the region works to cut road-freight emissions. *The EastAfrican*, 4 Oct



E-MOBILITY

The cap is off EV charging

EPRA removed the 15,000-unit monthly ceiling on the KSh 16/kWh e-mobility tariff (KSh 8 off-peak), good news for electric bus and delivery fleets.

Gazette Notice 15188, via *Tech-ish*, 25 Sep

What it means for your routes

As Rironi–Mau Summit opens in sections, re-baseline journey times and fuel per trip on western routes. As more containers move by rail, expect more of the road work to shift to shorter feeder runs, where idling and waiting time, not distance, drive the cost.

Fuel bites, rail inches forward, two wheels go electric

TZ TANZANIA

Petrol up about 7%, diesel 5%

EWURA's Dar es Salaam caps rose to TSh 4,057 a litre for petrol (up TSh 261) and TSh 4,086 for diesel (up TSh 209). Analysts warn prices could stay high into 2027.

The EastAfrican; The Citizen, 8 Oct

UG UGANDA

Diesel inflation hits 42.5%

Diesel was 42.5% dearer in September than a year earlier, pushing up food and transport costs. The shilling fell about 5.7% from August, to around UGX 3,917 to the dollar.

Daily Monitor, 3 Oct

UG UGANDA

Malaba–Kampala SGR: early works end

Land acquisition on the 272 km line is about 70% complete, with financing targeted for November. The Islamic Development Bank has approved €650.75 million; the construction contract is worth €2.7 billion.

Pulse Uganda, 12 Oct

UG • RW REGION

Spiro doubles its green-fund backing

The Africa Go Green Fund added US\$18 million of debt for Uganda and Rwanda, taking its total commitment to Spiro to US\$36 million. Spiro reports more than 135,000 electric motorcycles.

TechMoonshot, 22 Sep

KE • TZ MANUFACTURING

Roam goes 40% local

Roam has raised the local content of its Roam Air motorcycle to 40%, from more than 50 parts made by Kenyan and Tanzanian firms, and targets 50% by 2027.

Newsline, 1 Oct

KE • RW E-BUSES

BasiGo named a company to watch

MIT Technology Review put BasiGo on its 2026 climate list. More than 150 electric buses run in Kenya and Rwanda and have carried about 15 million passengers.

MIT Technology Review, 6 Oct

Why it matters for cross-border fleets

Fuel now costs a different amount on each side of every border, and the gap moves monthly. Track litres per 100 km by country and by driver, not just by truck, and refuel where the price, not the habit, says so.

● ACROSS AFRICA

What enforcement plus evidence looks like

PHOTO: KOFI BHAVANI / UNSPLASH

CASE STUDY • GHANA

Since 10 September, Ghana's police have stepped up electronic speed notices, sent with video evidence to both the driver and the vehicle owner. For September, the Motor Traffic and Transport Department reported:

–9.48%
CRASHES

–7.82%
DEATHS

–15%
INJURIES

Automated enforcement goes nationwide on **1 November**. Even so, 2,151 people died in 10,157 crashes in Ghana between January and September.

Sources: Citi Newsroom; Oman Ghana, 8 October 2026.

When a notice goes to the owner as well as the driver, speeding stops being a private gamble and becomes a management issue. That is what fleet telematics does inside a company every day. The UN Economic Commission for Africa puts the cost of road crashes at 3–5% of GDP, and the African Road Safety Charter came into force on 12 March 2026.

Sources: UNECA, 7 Sep 2026; iRAP, Mar 2026.

Borrow from Ghana without waiting for the law

Send every overspeed event to the fleet manager as well as the driver. Attach the clip, so there is no argument about what happened. Review the worst offenders weekly, by name. A fleet of twenty can start on Monday.

BRIEFS

ZAMBIA • ANGOLA

US\$255 million for Zambia's Lobito link

An African Development Fund loan, plus a US\$10 million grant, for about 550 km of new railway and 105 km of the Mwinilunga–Jimbe road.

Mining Weekly, 2 Oct

SOUTH AFRICA

Freight rail opens to 11 private operators

Up to 24 million tonnes a year of extra capacity from April 2027. About 69% of freight still moves by road. Highways Today, 26 Aug

EGYPT

Eight logistics corridors, five new ports

One corridor runs from Berenice on the Red Sea through Aswan to Kufra and on to N'Djamena in Chad. Daily News Egypt, 20 Sep

TELEMATICS

Karooooo passes 2.9 million subscribers

Cartrack's parent operates in more than 20 countries and reports second-quarter results on 19 October. Karooooo filing, 5 Oct

● THE WORLD

Oil, AI in the cab, and trucks with no driver

PHOTO: ZBYNEK BURIVAL / UNSPLASH

US\$105

BRENT, 8 OCTOBER

ENERGY

Brent breaks US\$105 as Iran war fears grow

Brent jumped about 5% on 8 October after reports that the Pentagon had told US Central Command to prepare for possible renewed combat with Iran, which has stepped up attacks on tankers in the Strait of Hormuz. Brent was about 63% higher than a year earlier. Four days before, the seven OPEC+ countries behind recent output increases kept their November targets unchanged.

Sources: Euronews; Fortune, 8 Oct 2026; Enerdata, 6 Oct 2026.

BRIEFS

INDUSTRY

Samsara grows 30%

Quarterly revenue of US\$508.4 million; use of some new AI features rose more than fourfold in two months. *Yahoo Finance*, 4 Sep

AUTONOMY

Aurora targets 30,000 driverless trucks by 2030

More than 500,000 driverless miles so far; Waymo now runs robotaxis in 14 US cities.

Aurora, 23 Sep; TechCrunch, 1 Sep

SAFETY

WHO: road death rate down 21%, but 1.16 million died in 2025

Deaths in the WHO African Region rose 17% between 2011 and 2025. 92% of road deaths happen in low- and middle-income countries, which have about 60% of the world's vehicles.

WHO, 20 Jul 2026.

REGULATION

Europe makes distraction warnings compulsory

Since 7 July 2026, every newly registered car, van, truck and bus in the EU must carry a camera system that watches the driver's eyes and warns when attention leaves the road.

General Safety Regulation (EU) 2019/2144.

EVS

Global EV sales growth slows to 2%

About 1.83 million sold in August: Europe up 36%, China down 11%, North America down 33%.

Benchmark / Rho Motion, 11 Sep

MOBILITY

Moove raises US\$250 million

The Nigerian-founded fleet company runs 42,000 vehicles in 14 countries. *TechCrunch*, 5 Aug

What it means for African fleets

Driver-distraction cameras are becoming standard equipment in Europe, and AI coaching is the fastest-growing part of the telematics industry. Fleets here do not need to wait for a regulation: the cameras, the coaching and the evidence are available today.

● LEARN

The science of a second

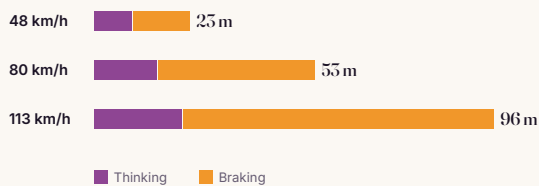
PHOTO: PAWS AND PRINTS / UNSPLASH

Five seconds at 88 km/h

You cover about 24 metres every second. A text message, or a microsleep of four to five seconds, means more than 100 metres with nobody in control.



Stopping distance, dry road



Double the speed and braking distance roughly quadruples. UK Highway Code figures for a car; a loaded truck needs much more.

HOW AN AI DASH CAMERA USES THIS

A driver-facing camera spots eyes closing, a head turning to a phone or the third yawn in ten minutes, and warns the driver before the second that matters.

+1% = +4%

Every 1% rise in average speed raises the risk of a fatal crash by about 4%.

WHO

4.5×

A pedestrian hit at 65 km/h is about four and a half times more likely to die than one hit at 50 km/h.

WHO

4×

Drivers using a mobile phone are about four times more likely to crash. A seat belt cuts occupants' risk of death by up to half.

WHO

5s

Reading or sending a text takes your eyes off the road for about five seconds.

NHTSA

17h

After 17–19 hours awake, reaction and coordination scores match a 0.05% blood-alcohol reading; at 18–20 hours, researchers predict 0.1%.

Williamson et al., 2000

3L/h

An idling heavy truck burns roughly 3 litres of diesel an hour, about 0.8 US gallons, while going nowhere.

US DOE / Argonne

Toolbox exercise: the five-second count

Ask a driver to read a WhatsApp message while a colleague counts out loud. Then show them the ruler above: at 88 km/h, that message was more than 100 metres driven blind.

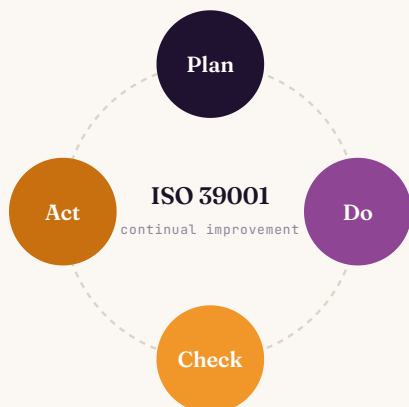
LEARN • STANDARDS

ISO 39001 in plain English

The international standard for road traffic safety management turns 14 this month. If clients are starting to ask about it, here is what it is and what it asks of you.

What it is. ISO 39001:2012, *Road traffic safety (RTS) management systems — Requirements with guidance for use*, was published in October 2012. It applies to any organisation that interacts with the road system, from a haulier or bus company to a school or a county government, and it can be certified.

How it works. Like ISO 9001 for quality and ISO 45001 for occupational health and safety, it runs on Plan–Do–Check–Act.



What it asks you to measure. Three families of road-safety performance factors:

Exposure

kilometres driven, trips made, time on the road

Final outcomes

deaths and serious injuries

Intermediate factors

speed, seat-belt use, driver fitness and fatigue, vehicle safety, journey planning

Almost every intermediate factor can be measured automatically by telematics, turning ISO 39001 from a binder on a shelf into a weekly dashboard.

PHOTO: BHARGAV PANCHAL / UNSPLASH

TOOLBOX TALK • 10 MINUTES

Overtaking: if in doubt, don't

Use this with drivers before the festive season. It follows the Salama crash on page 3.

- 01 Ask why.** Will passing this truck get you there more than a few minutes sooner? Usually not.
- 02 See the whole gap.** You need clear road to pull out, pass and pull back with room to spare. A loaded truck needs far more than you think.
- 03 Never on a bend, a crest or a solid line,** and never at night when you cannot judge oncoming lights.
- 04 Watch for the hidden vehicle:** the matatu or boda boda behind the oncoming truck.
- 05 Abort early.** If anything changes, drop back. Pride has killed more drivers than brakes.
- 06 Help the overtaker.** If someone is passing you, ease off and let them in.

Discuss: when did you last start an overtake you wished you had not?

PLAY

Tea-break corner

THE FLEET BRIEF QUIZ

- 1

Every 1% rise in average speed raises fatal-crash risk by about...

A

1%

B

4%

C

10%
- 2

How long does a typical microsleep last?

A

Half a second

B

4–5 seconds

C

30 seconds
- 3

Which country saw road deaths fall 7.8% in September as it stepped up e-enforcement?

A

Rwanda

B

Ghana

C

Morocco
- 4

Roughly how much diesel does an idling heavy truck burn in an hour?

A

0.3 litres

B

3 litres

C

13 litres
- 5

When was the first GPS satellite launched?

A

1978

B

1989

C

2000
- 6

What does ISO 39001 cover?

A

Quality

B

Information security

C

Road traffic safety

Answers: 1 B · 2 B · 3 B · 4 B · 5 A · 6 C — six out of six and you are ready to run the toolbox talk.

FLEET MATHS · ILLUSTRATIVE

One truck idles two hours a day, 26 days a month, at about 3 litres an hour. Diesel: KSh 217.86.

Litres a month (3 × 2 × 26) 156

Cost a month KSh 33,986

Cost a year, one truck KSh 407,834

KSh 4.08m

a year for a fleet of ten

Idling rates vary by engine and air-conditioning load; your own idle report shows the real figure.

DID YOU KNOW? · GPS

The first Navstar GPS satellite went up on 22 February 1978. The satellites orbit about 20,200 km above us and circle the Earth twice a day. Until May 2000 the US deliberately blurred the civilian signal; switching that off made precise vehicle tracking possible.

GPS.gov; US Space Force.

DATES THAT MATTER

14 OCT EPRA fuel price review; new prices from 15 October	20 OCT Mashujaa Day, celebrated in Eldoret: heavy North Rift traffic	23 OCT Term 3 closes: peak school-transport journeys	26 OCT KPSEA (26–28) and KJSEA (26–30) assessments begin	01 NOV Ghana's automated speed enforcement goes nationwide	02 NOV KCSE examinations run to 20 November	15 NOV World Day of Remembrance for Road Traffic Victims	26 NOV Earliest return of instant fines, subject to the courts
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AJIRA CORNER

Ready before the festive season?

We fit ten of your vehicles at your depot with the NTSA and KEBS-approved National AI Dash Camera and live tracking. You keep operating. At week six you get a written baseline-versus-pilot report on crashes, harsh events, idling and fuel, and a fixed fleet-wide price.

📞 0781 81 81 81 💬 WhatsApp, same number ✉️ tracking@ajiratelematics.com



SPEED-GOVERNOR CERTIFICATE DUE?

Check it by number plate at
ajiratelematics.com/support/certificate-check
 and renew by M-Pesa to Till Number **838626**.

NEXT MONTH

The festive-season driver plan, and what the Traffic Act review means for heavy commercial vehicles. Tell us what else you want to read.

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EDITORIAL STANDARDS

Every figure comes from a source listed above; illustrative calculations are labelled. Fuel prices change on the 15th of each month. Currencies use ISO 4217 codes or common symbols. Corrections: tracking@ajiratelematics.com.

COLOPHON

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