



For Immediate Release

AscendTMS Introduces Free “Magic Driver & Asset Planning Calendar” To Automate Driver, Truck, Trailer, And Load Planning For Fleets

New AI-Powered Planning Automatically Matches A Fleet’s Best Available Assets To Its Best Loads, Or Finds The Best Loads For Available Assets, To Keep Wheels Moving.

BRANDON, Florida, September 15, 2026. InMotion Global, Inc., the developer of AscendTMS, the world’s most widely used and best-reviewed Transportation Management System (TMS) software, today announced the launch of its new Magic Driver & Asset Planning Calendar, a free AI-powered fleet planning tool built specifically for trucking companies that constantly juggle multiple drivers, tractors, trailers, and loads.

Fleet planning gets complicated fast. The moment a carrier has multiple drivers, tractors, trailers, and loads moving at the same time, dispatch becomes a constantly changing puzzle: Which driver should take which load? Which tractor and trailer should be paired with that driver? And, when an asset becomes available, what’s the best load for it?

Magic Planning Calendar was built to make that daily planning dramatically easier. It automatically suggests and matches the best available assets for the best loads, or works in reverse by helping a fleet identify the best loads for its available assets. The goal is simple: keep more wheels moving, keep more assets earning, and reduce the amount of manual juggling required from dispatchers.

That two-way planning is important. A dispatcher can start with freight that needs to move and determine the best available driver, tractor, and trailer combination. Or the dispatcher can start with the assets becoming available and identify the best freight to keep those assets productive.

“Fleet planning is one of those jobs that looks easy until you actually have to do it,” said Tim Higham, CEO of AscendTMS. “You may have the freight, the trucks, the trailers, and the drivers – but if you don’t put the right pieces together at the right time, you can still lose utilization and profit. Magic Planning Calendar does the heavy planning work for you. It helps put the best loads with the best available assets, or the best available assets with the best loads, so dispatchers can keep more wheels turning and earning.”

For fleets, this is where small operational improvements can have a very real financial impact. An underutilized tractor, an available driver waiting for the next move, or a trailer that is not paired efficiently with freight can all create friction. Magic Planning Calendar gives fleet operators a much simpler way to see and act on better planning combinations inside the same AscendTMS system they already use to run their operation.

Higham continued: "Every fleet dispatcher knows the feeling of trying to solve ten moving problems at once. Drivers are moving. Trucks are moving. Trailers are moving. Loads are changing. And the plan you had an hour ago is already obsolete. Our Magic Planning Calendar takes that giant moving puzzle and makes it easy."

The new feature also follows AscendTMS' broader approach to artificial intelligence. They quietly use AI in the background to eliminate work, not create more of it. So, instead of adding technology simply so a product can claim to have AI, AscendTMS focuses on freight-specific automation that saves time, reduces manual effort, and helps carriers, brokers, and shippers operate more profitably.

"Our customers asked us for this exact capability, so we built it," Higham added. "They didn't ask for another expensive bolt-on, another login, or a six-month implementation project. They asked us to make driver and asset planning easier inside AscendTMS for them. So, we did. And, of course, we made it free."

The new Magic Driver & Asset Planning Calendar is available in AscendTMS immediately, and it's included for free.

To learn more about AscendTMS and to see the new Magic Driver & Asset Planning Calendar in action, visit TheFreeTMS.com.

Watch the video at: <https://youtu.be/eNpF6uKuRhq>

About InMotion Global

InMotion Global, Inc. provides the free, award-winning, patent-pending Transportation Management System (TMS), AscendTMS, to freight shippers, freight brokers, and trucking companies. AscendTMS is used by over 70,300 companies, with paying customers in over 20 countries, from small single-person logistics operations to multi-billion-dollar international corporations, and can manage any logistics or trucking operation. AscendTMS is the world's most popular cloud-based TMS software and ranked as the number one TMS software by Crowd Reviews, Capterra, and Software Advice (a Gartner company). Headquartered in Brandon, Florida, InMotion Global is profitable, stable, growing and totally debt free. Learn more at www.TheFreeTMS.com or at www.InMotionGlobal.com.

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