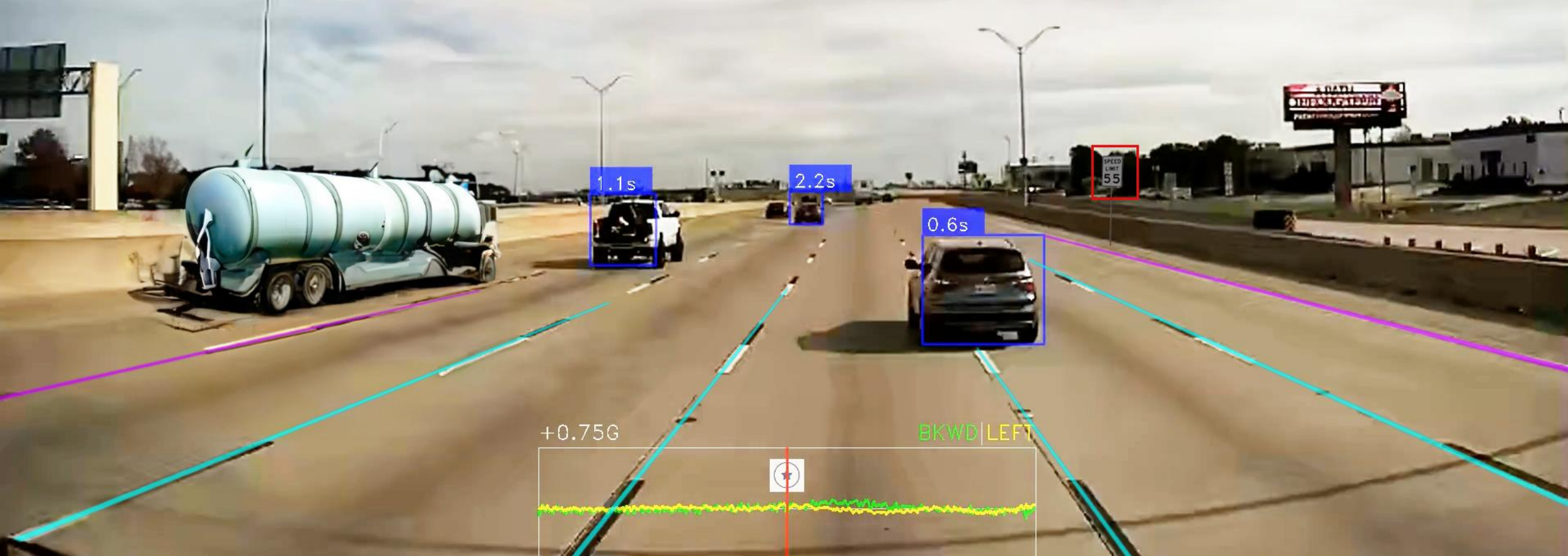




**AI in Motion: Reducing Cost & Elevating Safety
for Drivers and Fleets**

SERGIO BARATA, VP EMEA

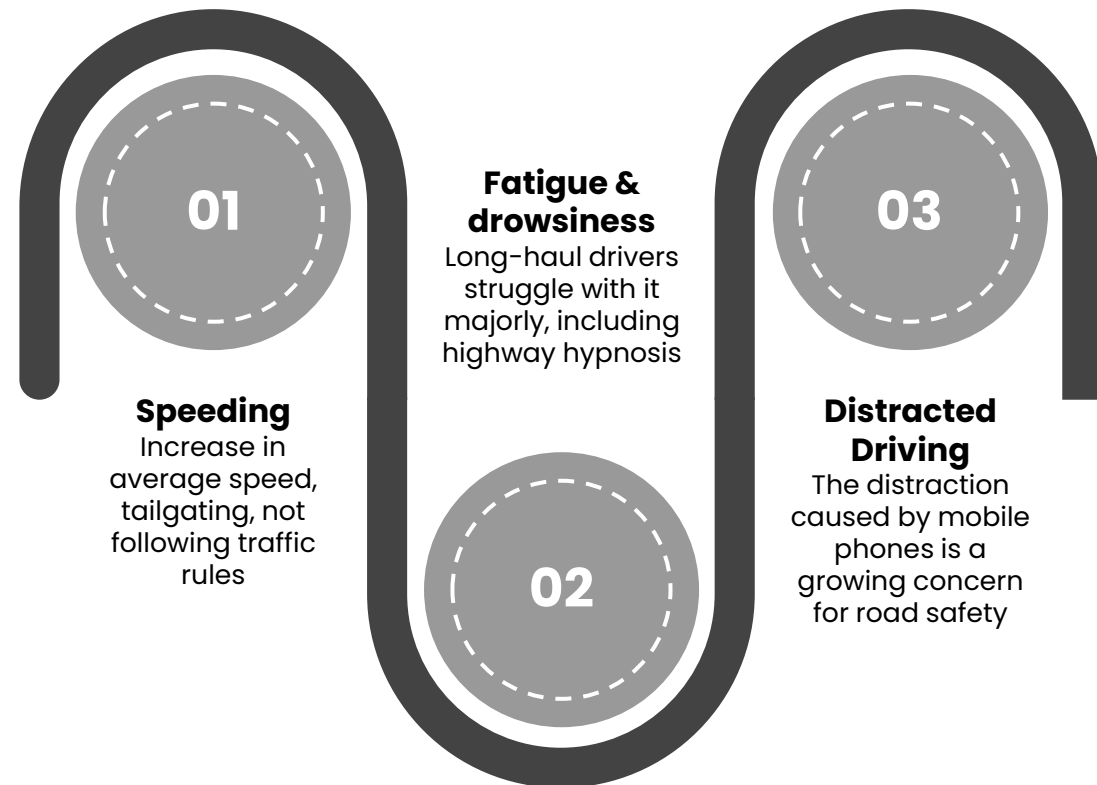
Road Safety: A major concern in most countries

1.3mn

preventable deaths across the world
each year are caused by traffic crashes

90+%

of accidents are preventable



Transportation – A Tough Business

- More people on the roads, and more risk than ever
- Rates are rising, markets are shrinking, and insurers are becoming ultra-selective
- Limited visibility during the transportation – a lot of guesswork



**Nuclear
Verdicts**



**Accident
Rates**



**Distracted
Driving**



**Staged
Accidents**



**Driver Shortage &
Engagement**

Socio-Economic Loss Due to Road Accident is Staggering

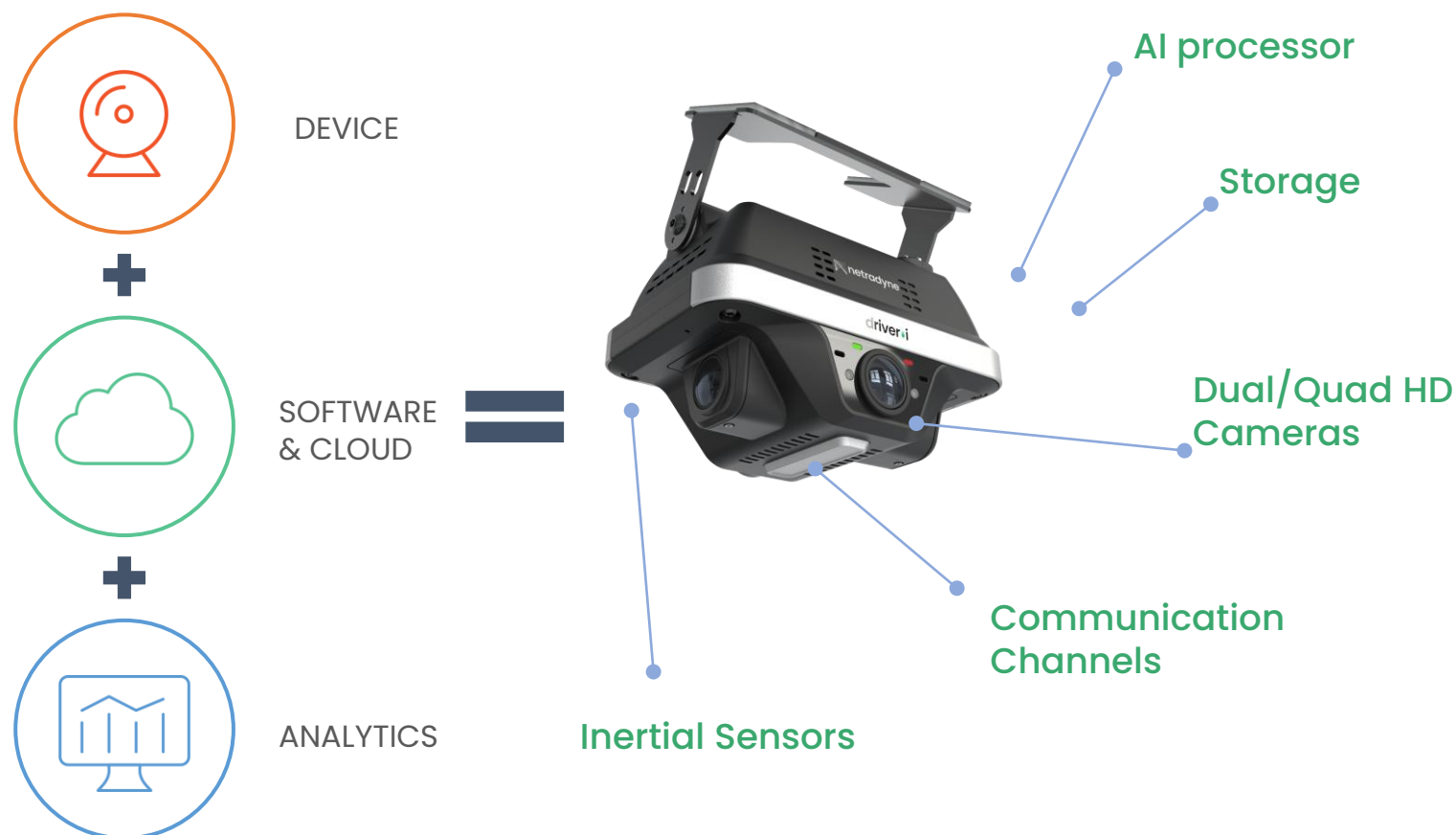
Example case w/ fatal truck driver...



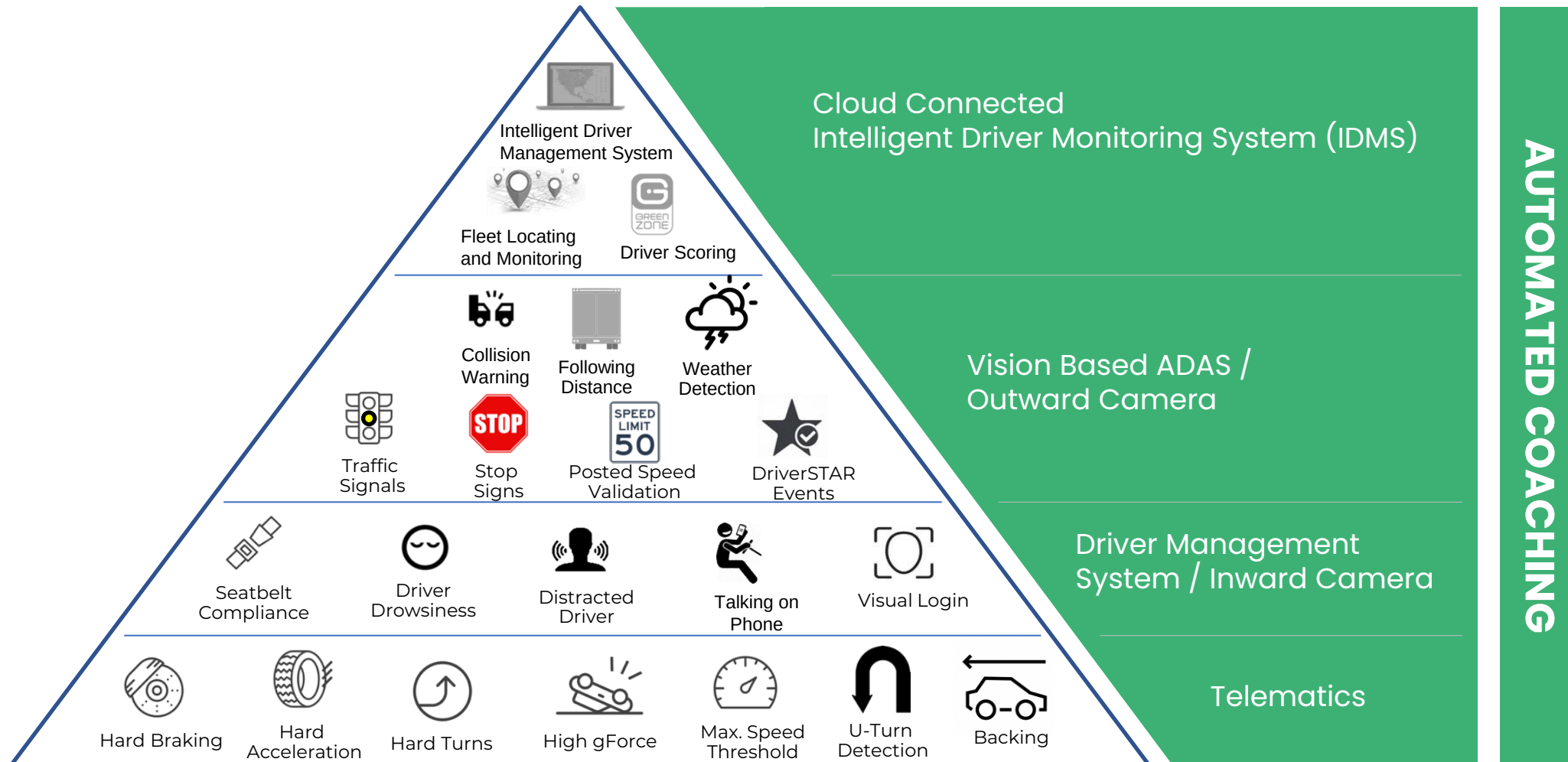
Single truck accident (Cost)	All truck accidents:	Count (Weighted)	Total Cost
~ \$ 150,000	Fatal	11,332	1.7 bn. \$
~ \$ 41,000	Serious Injury	15,066	0.61 bn. \$
~ \$ 24,000	Minor Injury	63,141	1.52 bn. \$
~ \$ 49,000	No Injury	134,361	6.63 bn. \$

Socio-Economic Loss of one fatal truck accident costs ~ \$ 150,000 ^[1]

Advanced Computer Vision System Analyzes Every Second of Driving & Provides Real-Time Transparency

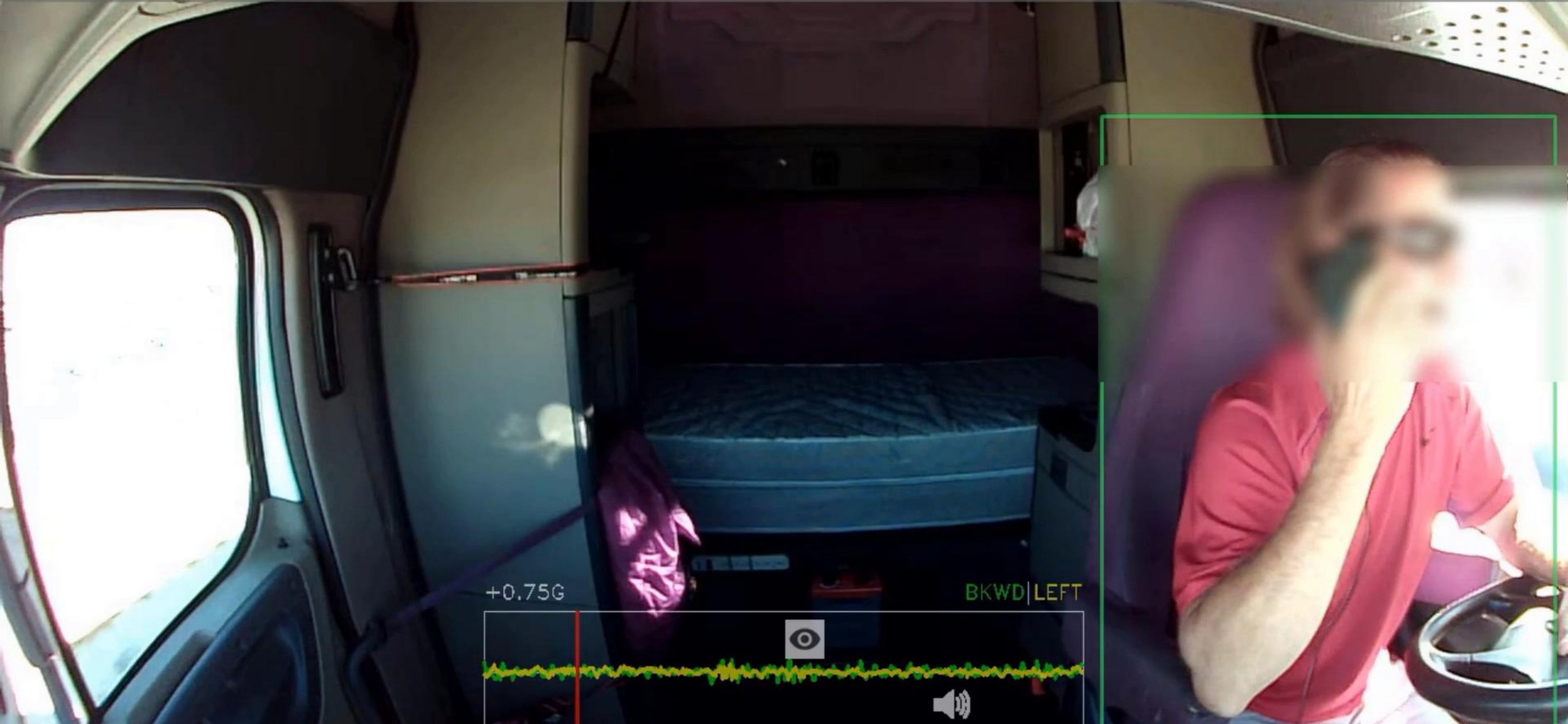


Building the Road Safety Pyramid



Sep 01 2021 (Wed) 03:42:57 PM CDT

60MPH (Limit: 70MPH)



+0.75G

BKWD|LEFT



34MPH (Limit: 45MPH)



+0.75G

BKWD | LEFT



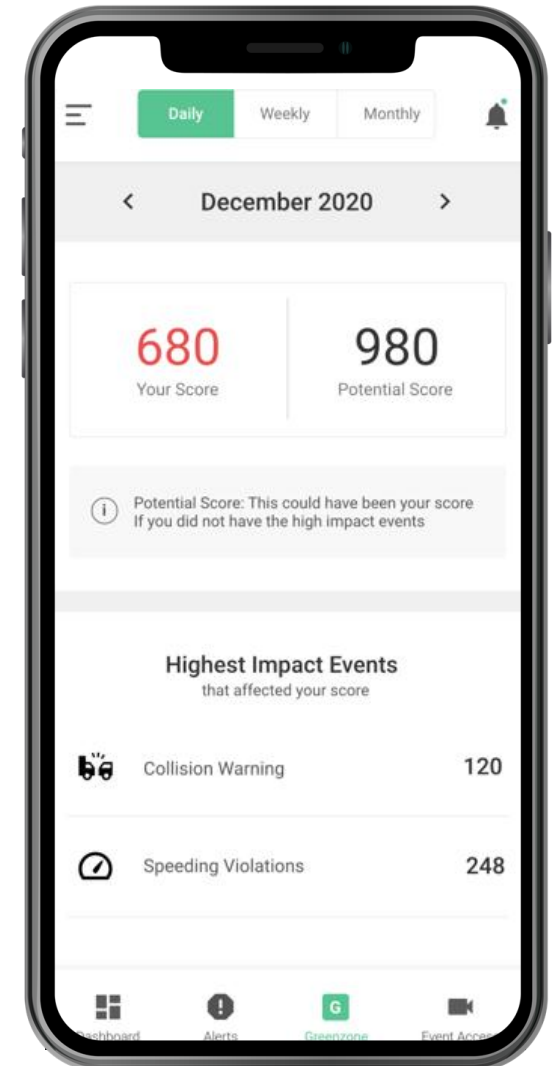
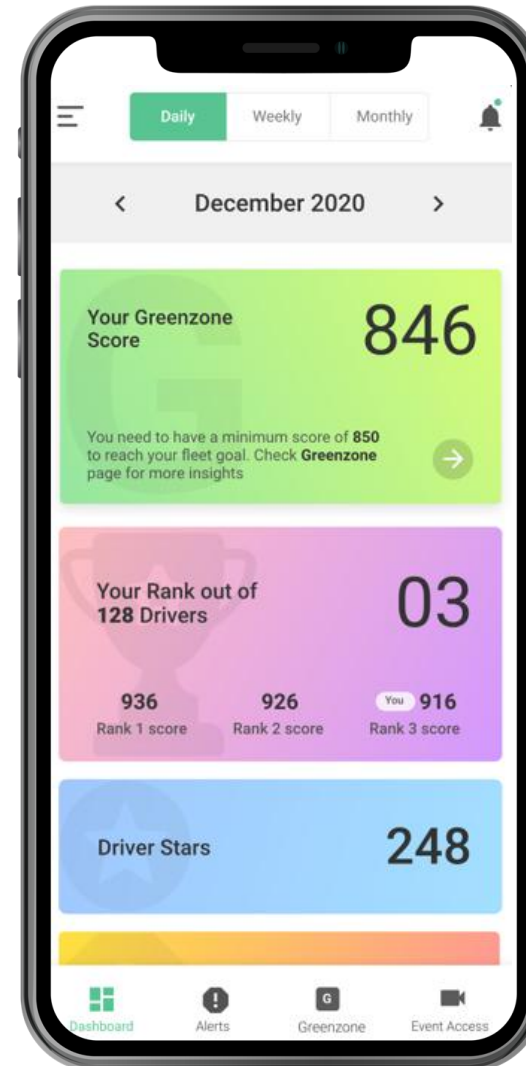
0.75G

FWD | RIGHT

GreenZone® – Scientific Approach to measure Driver Behavior



- GreenZone® score is a complex algorithm that calculates weighted scores based on events throughout the driving day
- Compares driver's score to fleet's average and notifies drivers of milestones and enables gamification
- Drivers use feedback to improve performance and increase their score
- Scores provide an easy way for managers to reward drivers with bonuses
- **DriverStars – Positive Reinforcement**



GreenZone Driver Score Predicts Accident Risk



Higher GreenZone scores correlate with lower risk, while lower scores indicate higher risk exposure





GREENMINUTES
Safety compliant driving minutes without risk



DRIVERSTARS
Positive driving that immediately reduce risk



COMPLIANCE
Visibility into full driving experience



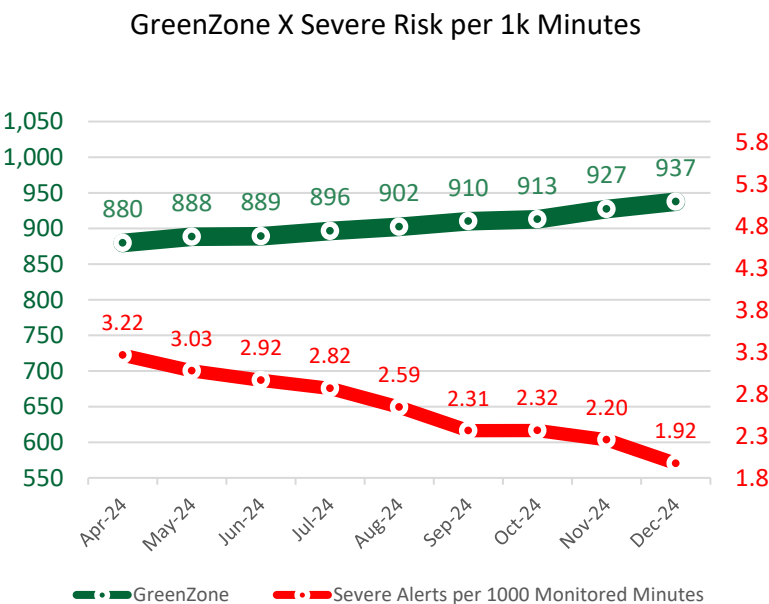
SEVERE
High Risk Driving



MODERATE
Coachable Driving Event Individual driver trends

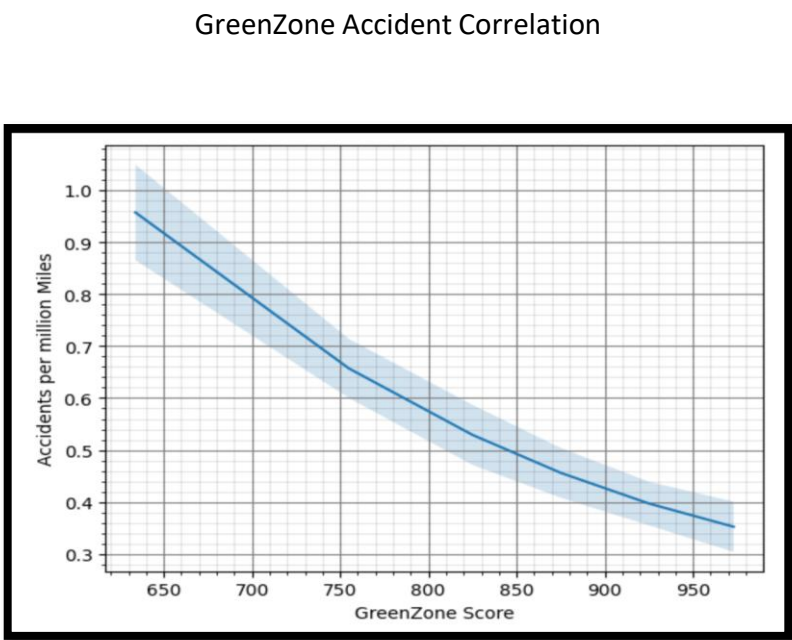


RISKY FOLLOWING
Driving Advisory



A 5-point increase in GreenZone is associated with an estimated 4-5% decrease in Severe Risk Occurrence.

Source: Netradyne top-40 Customer Analysis



A 50-point increase in GreenZone is associated with an estimated 13-16% decrease in Accidents per Million Miles (APMM)

Source: Netradyne Accident Correlation Study
[225k Drivers ♦ 1.5 Billion Minutes ♦ 6 Months]

Re-Innovate Safety with Tech



Accuracy & Precision

False alerts will make drivers lose the confidence on the tech while giving you incorrect data



Driver Recognition

DriverStar Events
GreenMinutes
Compliance KPIs



Continuous Innovation

Road conditional as well as regulations are changing every day – tech should be evolving to support



Privacy by Design

Full Transparency / Data Minimization
Driver Consent / Privacy Options
Data Anonymization

20,000

lives lost on EU roads every year

