



Kevin
Doyle

***MICHELIN DDI Director of
Business Development***

Latest From NHTSA data

38K

Lives lost in 2020

+7%

Increase in fatalities

Bicyclist fatalities

+9.2%

Fatalities in urban areas

+8.5%

Pedestrian fatalities

+3.9%

MICHELIN
PRESENTS



MICHELIN
DDI DRIVING DATA
TO INTELLIGENCE

Partner
for
Change

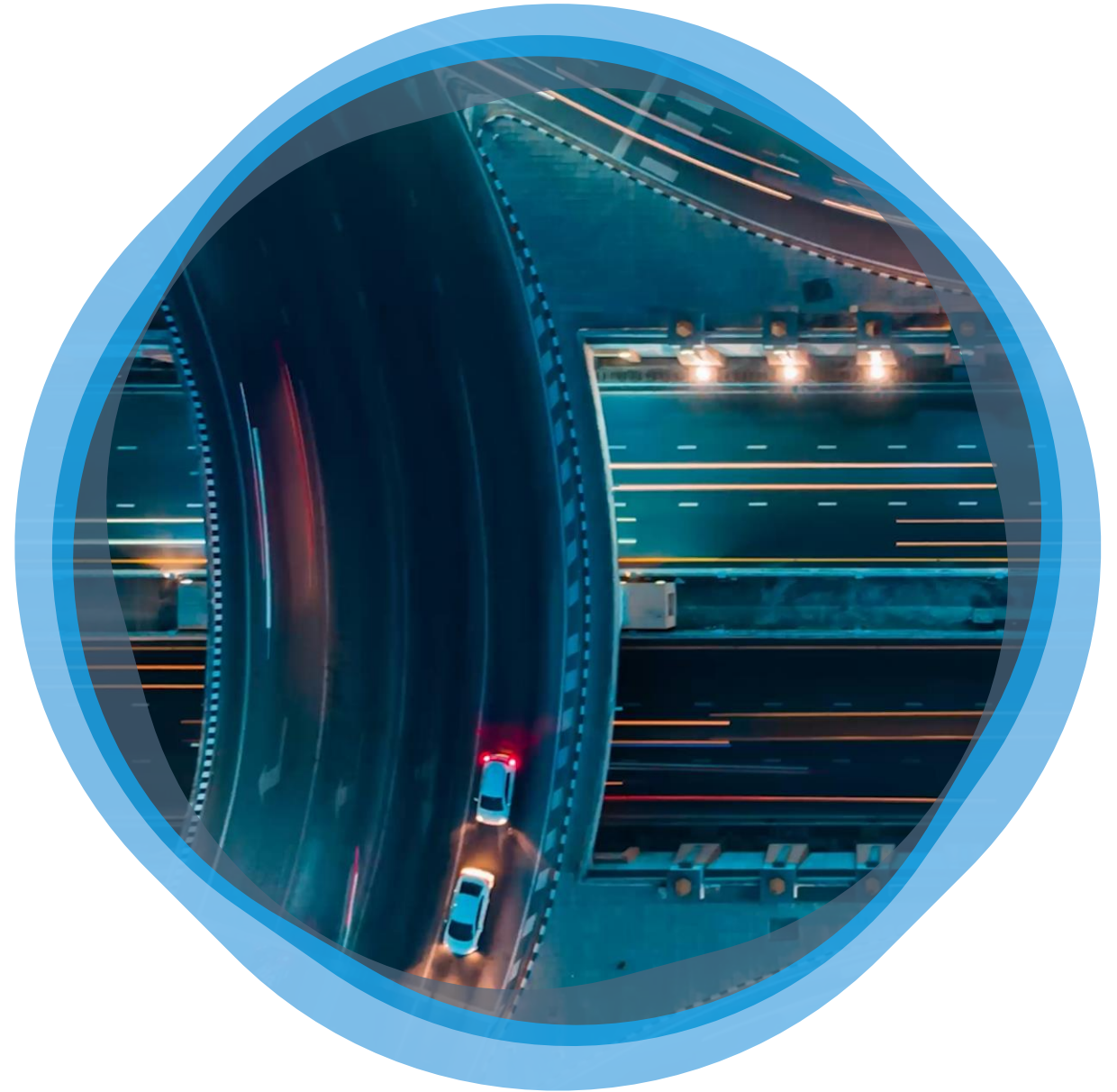
*Saving lives through connected
technology and data science*

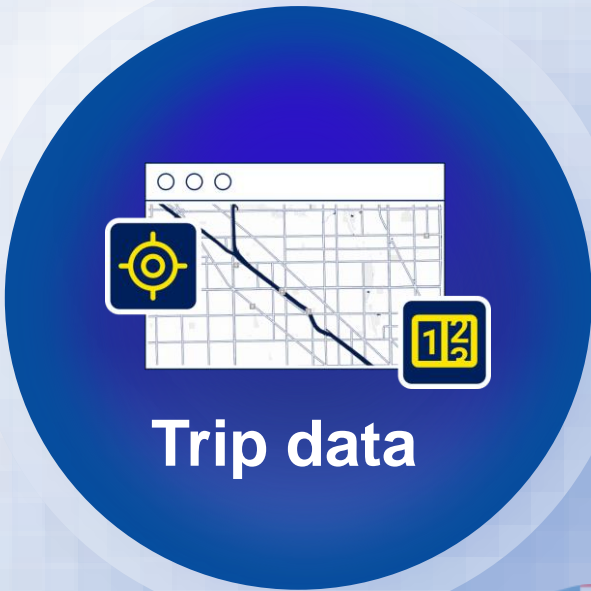
Michelin helps Prevent fatalities

Over 42 million individual connections

A unique expertise on how drivers behave

Prevent crashes by identifying and ranking
areas where to focus





1
Billion

**Amount of miles
captured per day**

42M

**Unique Individual
connections & growing!**

4+
Billion

**GPS points collected
per day**

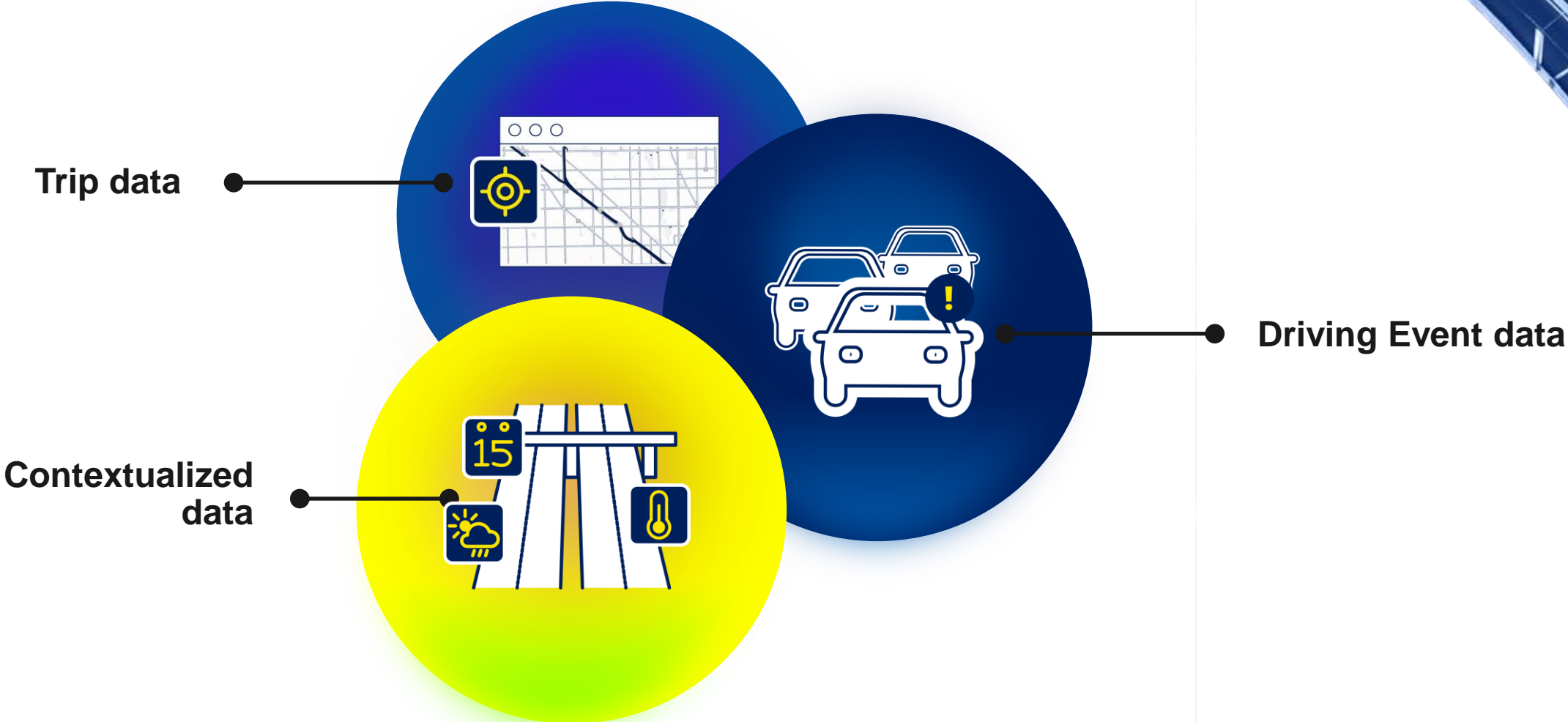
560
Trips

**Collected per second
50M trip a day**



All 50 states!

Data sources





Harsh Braking



Harsh Acceleration



Potential Collision

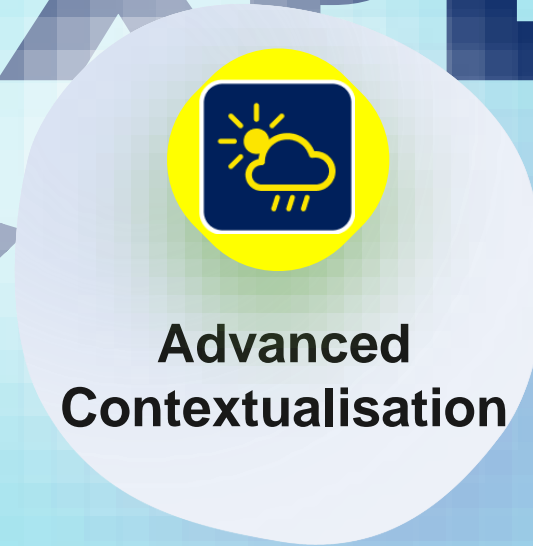
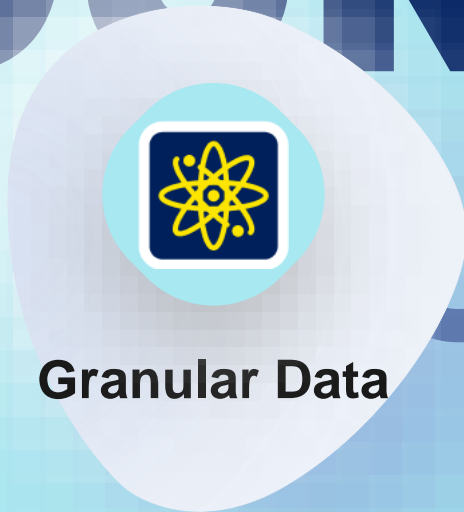


Excessive Speeding



Phone Handling

OUR EXPERTISE



Partners in Preventing fatalities



One month of data represented


- Hard Braking events
- ← VRU area of potential concern



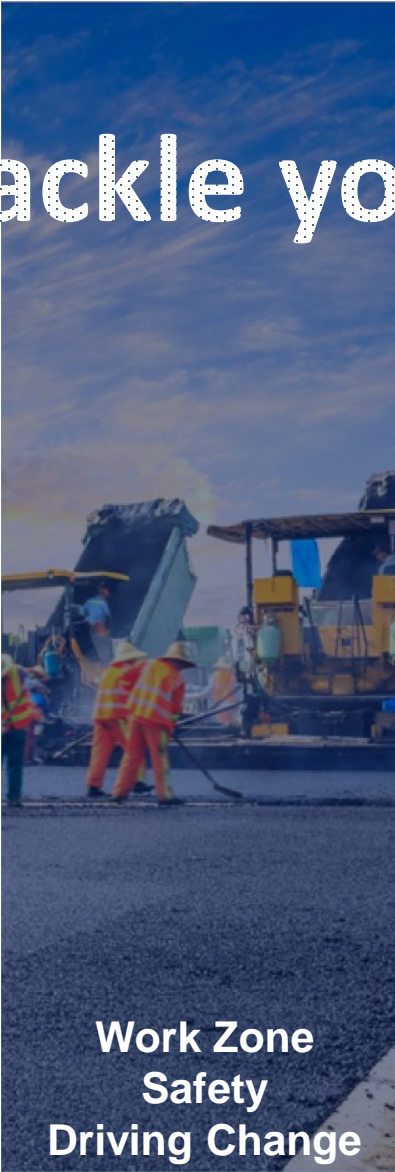
How we tackle your daily activity



Safety Diagnosis
At any POI



Before/After
Proving ROI



Work Zone
Safety
Driving Change



Protecting Bikes
Impact of
Dedicated Lanes



Distracted Drivers
Phone Handling
Events



Speeding
Hotspots
Location / Context

MICHELIN



DDI DRIVING DATA
TO INTELLIGENCE

