Kevin Doyle
MICHELIN DDI Director of Business Development
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%
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
42M Unique Individual connections & growing!

1 Billion Amount of miles captured per day

4+ Billion GPS points collected per day

560 Trips Collected per second

50M trip a day

All 50 states!
Data sources

Trip data

Contextualized data

Driving Event data
Harsh Acceleration
Harsh Braking
Potential Collision
Excessive Speeding
Phone Handling
OUR EXPERTISE

Granular Data

Advanced Contextualisation

Insights! Risky zones Identification!
One month of data represented
- Hard Braking events
← VRU area of potential concern

Partners in Preventing fatalities

Harry S Truman Elementary School

Crosswalk
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