FIA SmartDriving Challenge

Powered by ENERFY

FIA

FIA ACTION FOR ROAD SAFETY

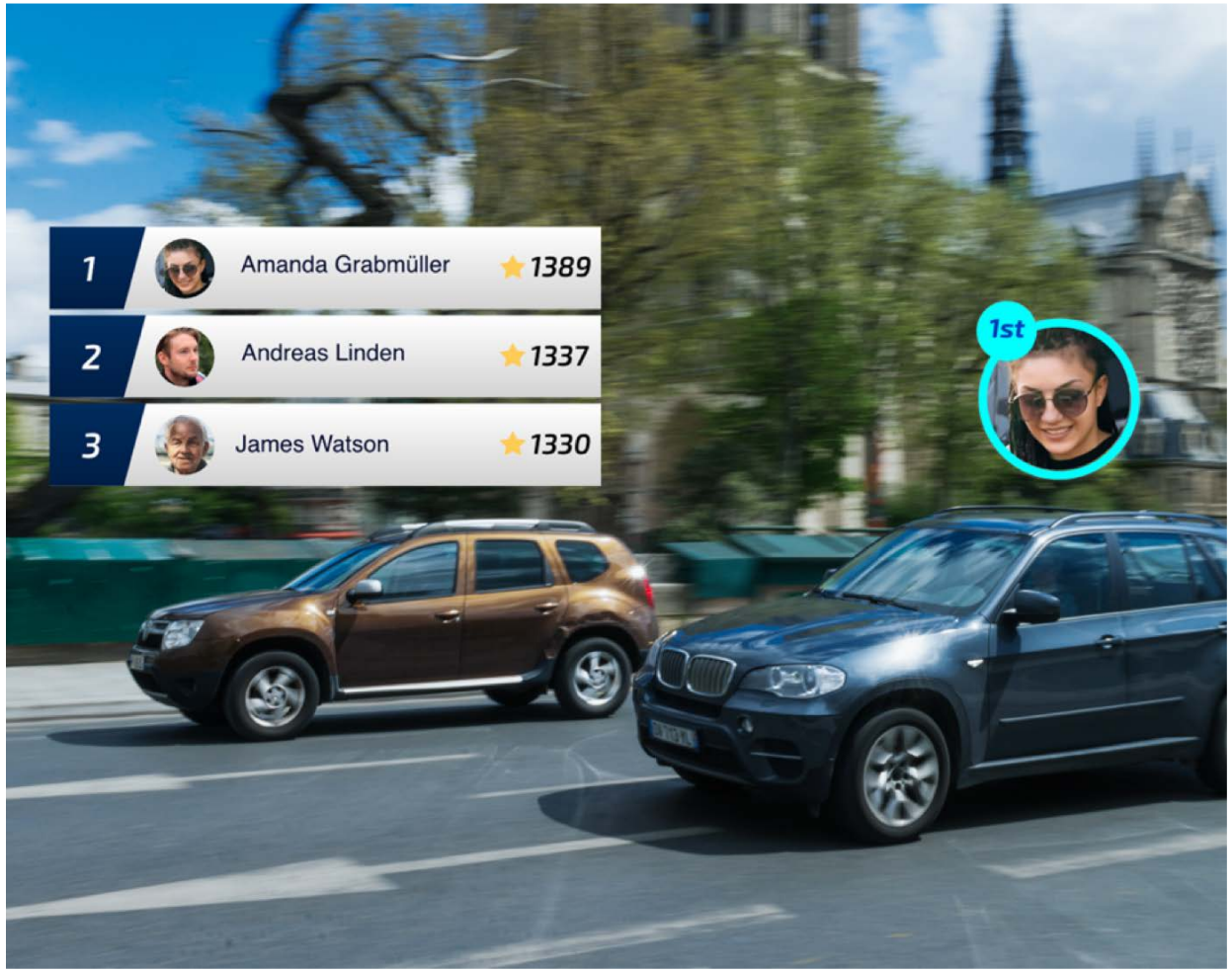
Educate motorists around the world to drive safer and in an eco-friendly manner i.e. “smart driving”.
The goal is to achieve less road accidents, lower CO_2 and through this initative land a friendlier traffic environment.

THE COMPETITION

The FIA Smart Driving Challenge (SDC) is the first worldwide competition that rewards smart, safe and eco-friendly driving.

A historical action for road safety, and the first motorsport where smartness beats speed.

By joining the competition, drivers from around the world can contribute to making the roads safer and lower CO2 emissions with every drive they do.



FIA SmartDriving Challenge

FIA ACTION FOR ROAD SAFETY

Powered by ENERFY

THE TECH

With the help of their smartphone, their regular car and our unique technology, motorists can compete during their everyday driving.

Their skills are scored with the digital platform Enerfy®, which uses artificial intelligence to measure and evaluate driving behavior.

The smarter they drive, the better score they get.

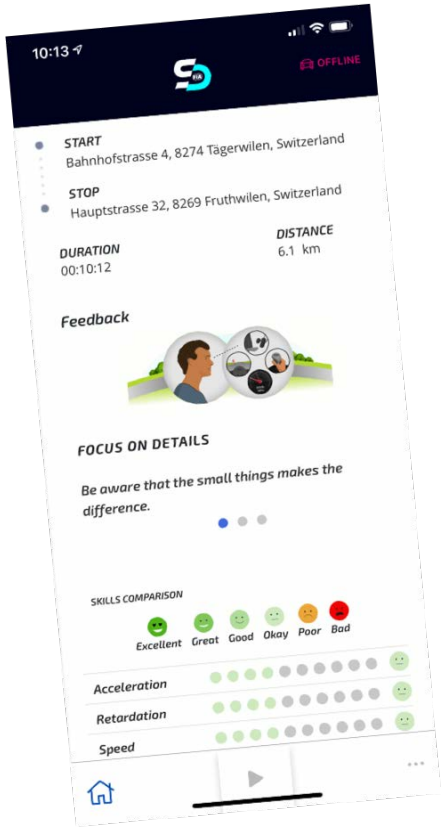
By using this system, participants learn how to drive safer, smarter and more eco-friendly - and are encouraged to improve their skills through a worldwide competition and the systems own digital coach.

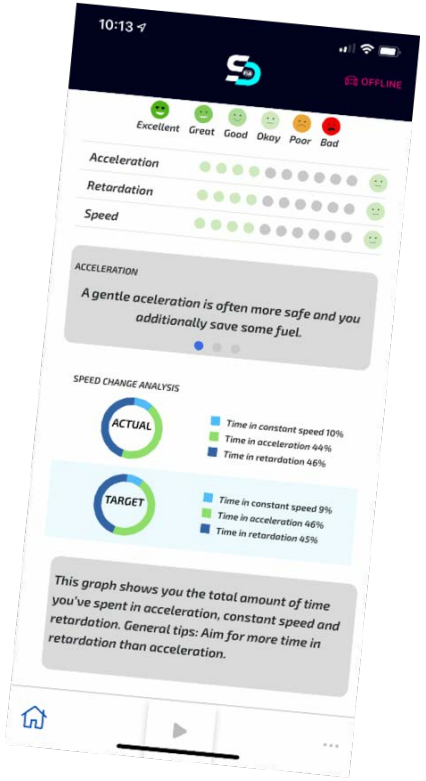
FIA SmartDriving Challenge

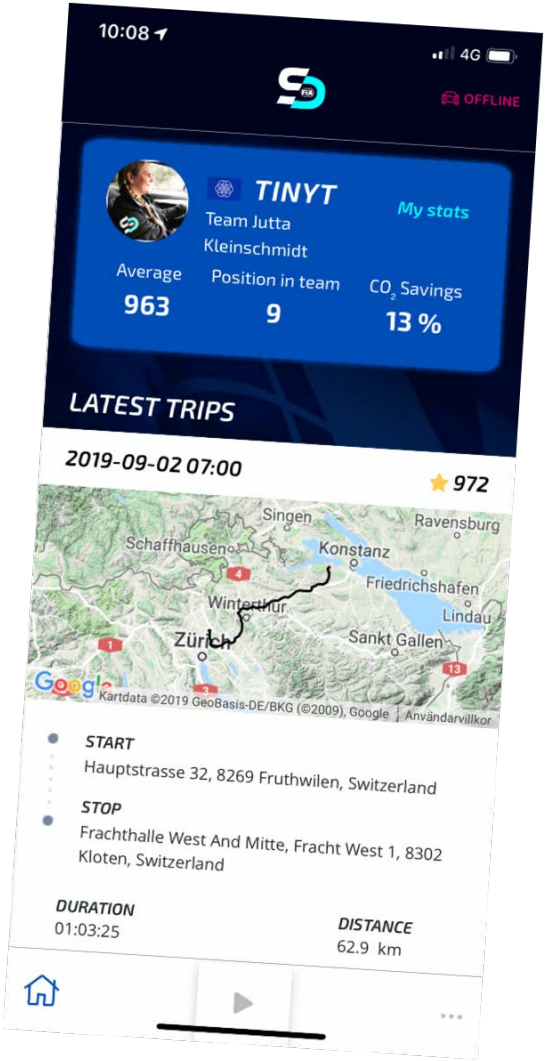
FIA ACTION FOR ROAD SAFETY

Powered by ENERFY

TINA's STATS & Digital coach







FIA SmartDriving Challenge

FIA ACTION FOR ROAD SAFETY

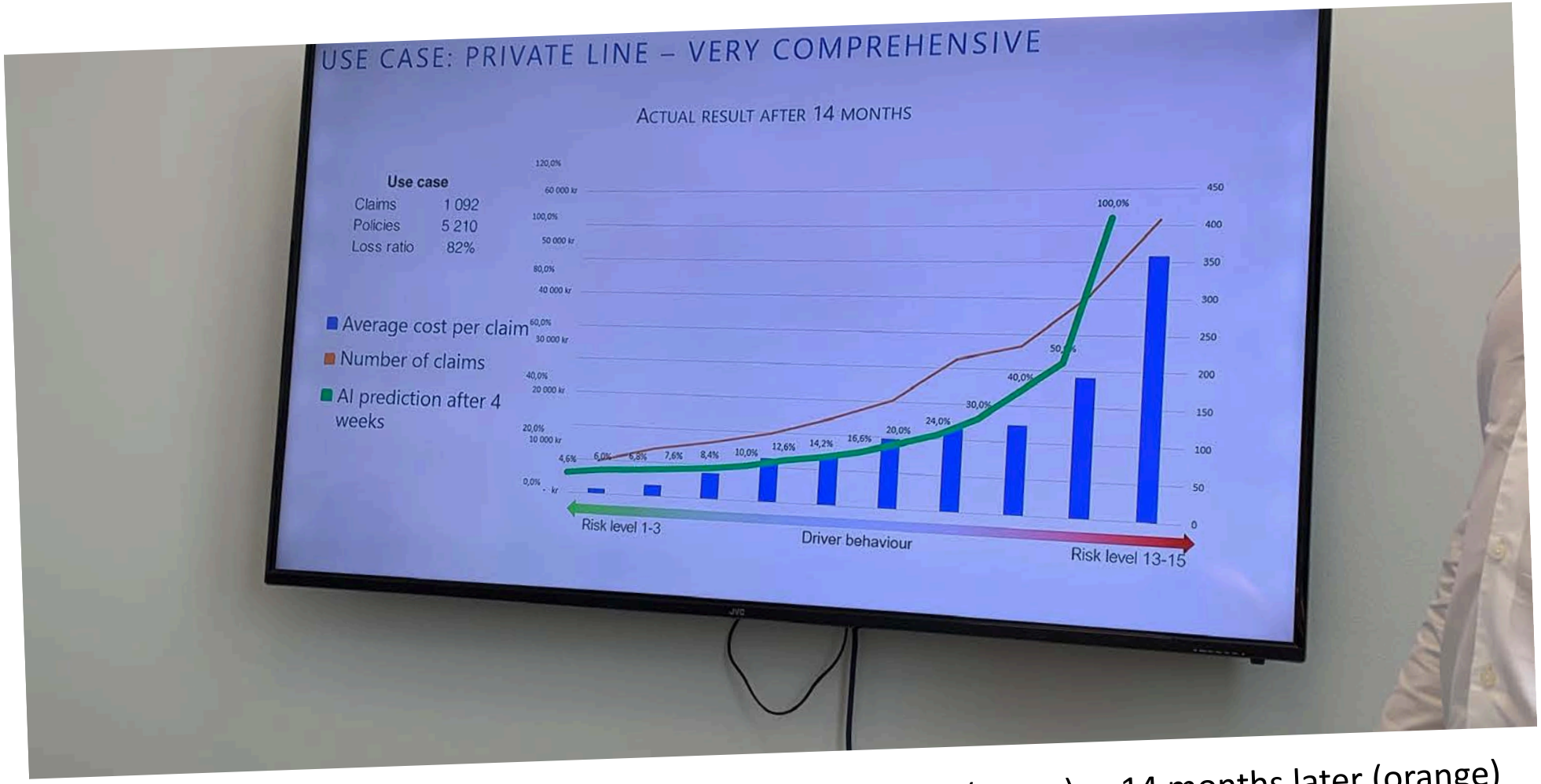
Powered by ENERFY

Team leaders and drivers of FIA SDC are contributing and supporting the aim towards 0 fatal road accidents and Agenda 2030 by reducing CO2 emissions.

Together we make difference, and we will continue to reduce risk and CO2 emissions through smart, safe and eco-friendly driving

From the beginning of season 2019 until July 2019 FIA SDC team leaders and users reduced:

- CO2 emissions with 13,8%
- Driver related road claims with 52%



Ex; Insurance case: AI that have calculated driving pattern (green) – 14 months later (orange)

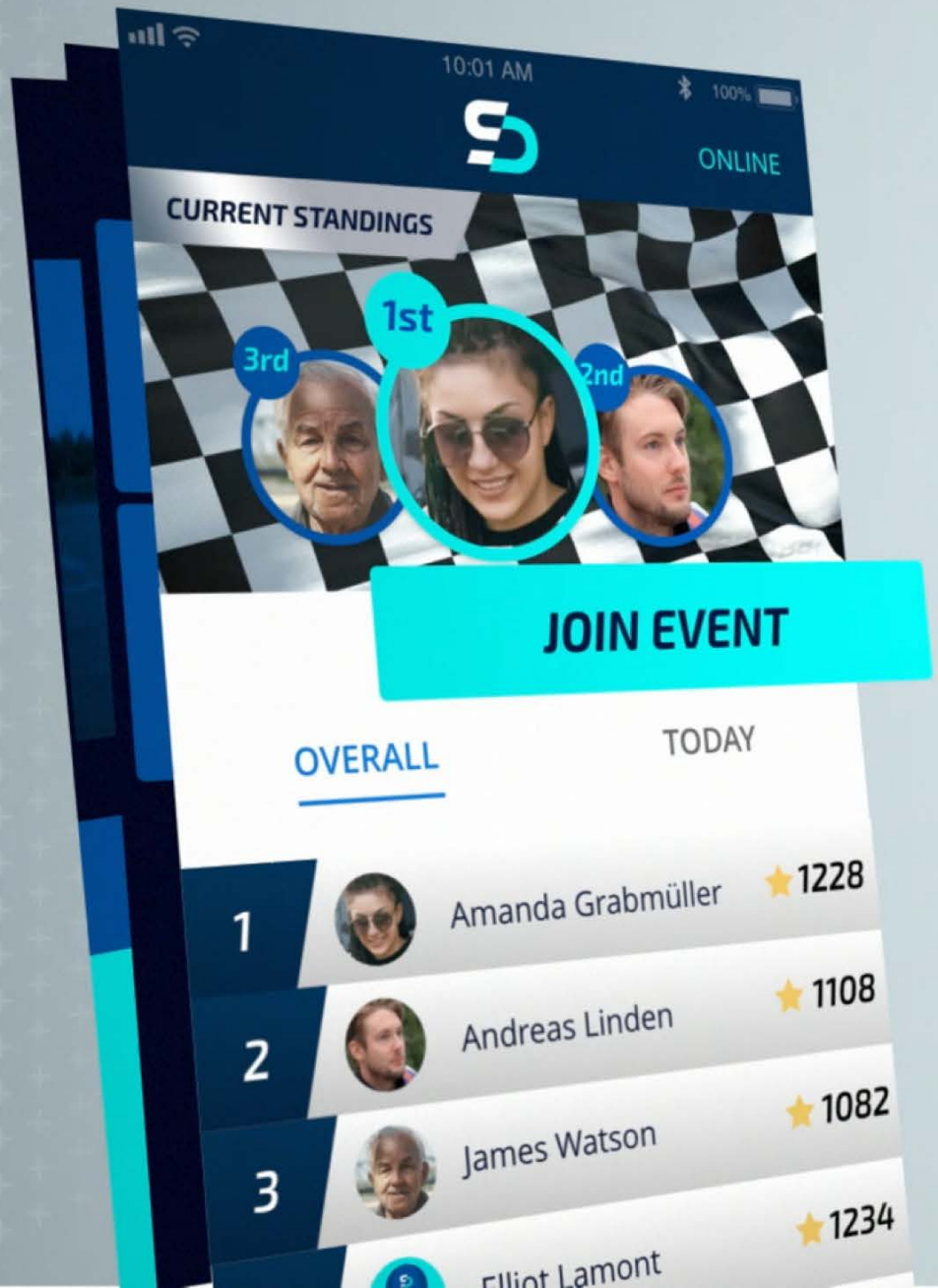
FIA Smart Driving Challenge LINKS to watch

FIA SMART DRIVING CHALLENGE

FIA SDC intro film:
https://vimeo.com/297309923

Sweden Rally event film:
https://youtu.be/o88bKP50JUU
Sweden royal family and top management participated in the event

Advertisement film KINTO:
https://youtu.be/_772rWC3p58



ARE YOU UP FOR THE CHALLENGE?