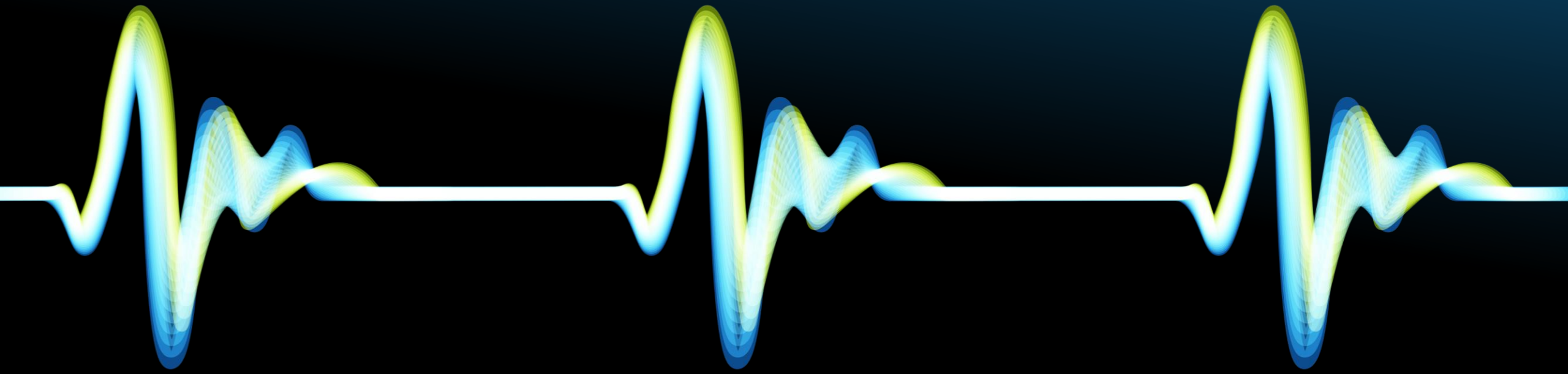


Data as a Service – Mit Fahrzeugdaten zu mehr Verkehrssicherheit

ADAC Symposium, Freiburg | 14.02.2025

Mercedes-Benz

MERCEDES-BENZ DATA TURNS VEHICLE DATA INTO VALUE THAT CREATES MEANINGFUL IMPACT TO PEOPLE, PUBLIC, AND PLANET.

Our eyes on the road – the power of data

\# 350 Sensors

In the new EQS SUV

Our eyes on the road – the power of data

> 14 million Connected Vehicles

> 25 GB Data per Hr./per Car

> 50 Connected Countries

CONSENT IS KEY – MERCEDES-BENZ PRIVACY CENTER

&

ANONYMIZATION – NO SHARING OF PERSONALIZED DATA

We started out with Road Safety 1.0 three years ago

Huge potential from customer vehicle fleet

Report sent to the MIC

Near-miss intervention detected

Aggregated and analyzed by our Road Safety algorithm

Provided by API / Dashboard including information on:

- *Vehicle heading*
- *GPS position*
- *Type of intervention*
- *Risk Score*
- *Time to collision*
- *Graphs on frequency*

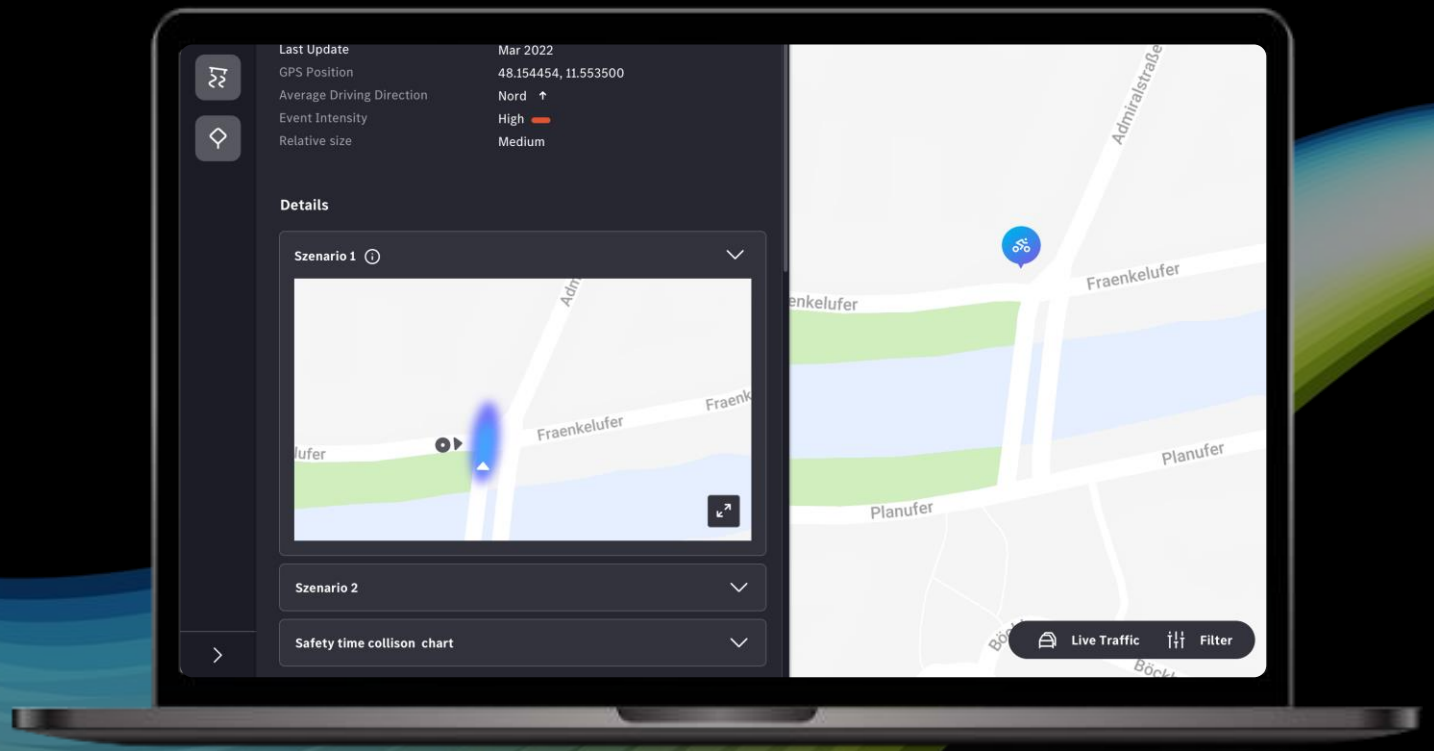
THE NEED FOR CONTEXT IS HIGH

IN ORDER TO TAKE THE CORRECT MEASURES, CITY REPRESENTATIVES AND AUTHORITIES WANT LESS ROOM FOR INTERPRETATION AND MORE CERTAINTY AND CONTEXT WHEN IT COMES TO CRITICAL TRAFFIC SITUATIONS.

But now new data attributes allow more contextual insights

V 3.0

- Near infrastructure
- Road type
- Speed reduction
- Total number of events
- Number of passing vehicles
- Object position
- Object heading
- Object type cyclist added

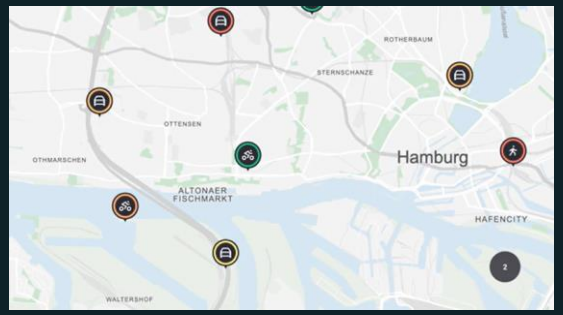


Our 3-step-approach to identify blackspots worked well

EVALUATE HISTORICAL CRASH HOTSPOTS IN YOUR CITY

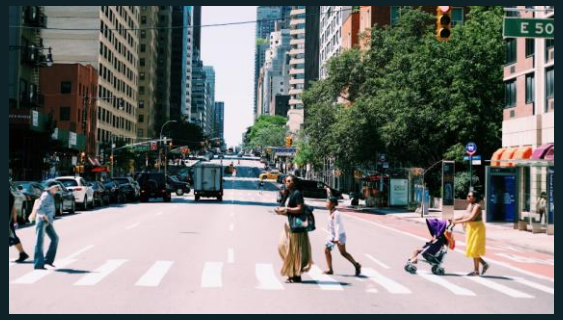
Match Mercedes-Benz Road Safety with historical crash hotspots to get a holistic picture.

UNCOVER BLACKSPOTS BEFORE CRASHES HAPPEN



Identification of "gaps" in current data on danger zones and potential crash black spots.

EVALUATE EFFECTIVENESS OF IMPLEMENTED MEASURES



Evaluate the effectiveness of measures at hotspots over time using MB Road Safety.

OUR PROJECTS - B2G

ROMO

- Contract with the Netherlands' Ministry of Infrastructure and Water Management.
- Two-year project, covering Winter Management, Asset Management, and Road Safety over 130 k km.
- Goal: Provide valuable insights for safer, more efficient, and sustainable mobility using anonymized car-to-X data, with a focus on data protection.

TRAFIKVERKET

- Trafikverket assesses Swedish road safety through annual network condition measurements.
- Mercedes-Benz contributes road damage data via the connected car cloud.
- This data is collected from 350 sensors and categorized into three distinct packages.

AUTOBAHN GMBH

- Since 2020 we are partnering with Autobahn GmbH, Europe's largest highway operator.
- Over 124 road kilometers are being analyzed with our data products hazard warnings and micro weather.
- The provided data can help optimize the switching of variable traffic signs on highways and improve traffic flow.

TRANSPORT FOR LONDON

- Beginning in 2019 Transport for London partners with Mercedes-Benz to enhance road safety using vehicle data and calibrate its road safety algorithm.
- TfL uses our Data Dashboard to identify high-risk locations in advance, prioritizing pedestrian and cyclist safety.

FREIBURG

- Working with Freiburg on leveraging our parking data to create a digital parking register
- We used our ultra sonic data as well as parking data and with our trusted partner MBITION we can derive a 97% accuracy in calculating the number of available parking slots
- In the next step we can predict the utilization of those

Transport for London

Rijkswaterstaat
Ministry of Infrastructure and Water Management

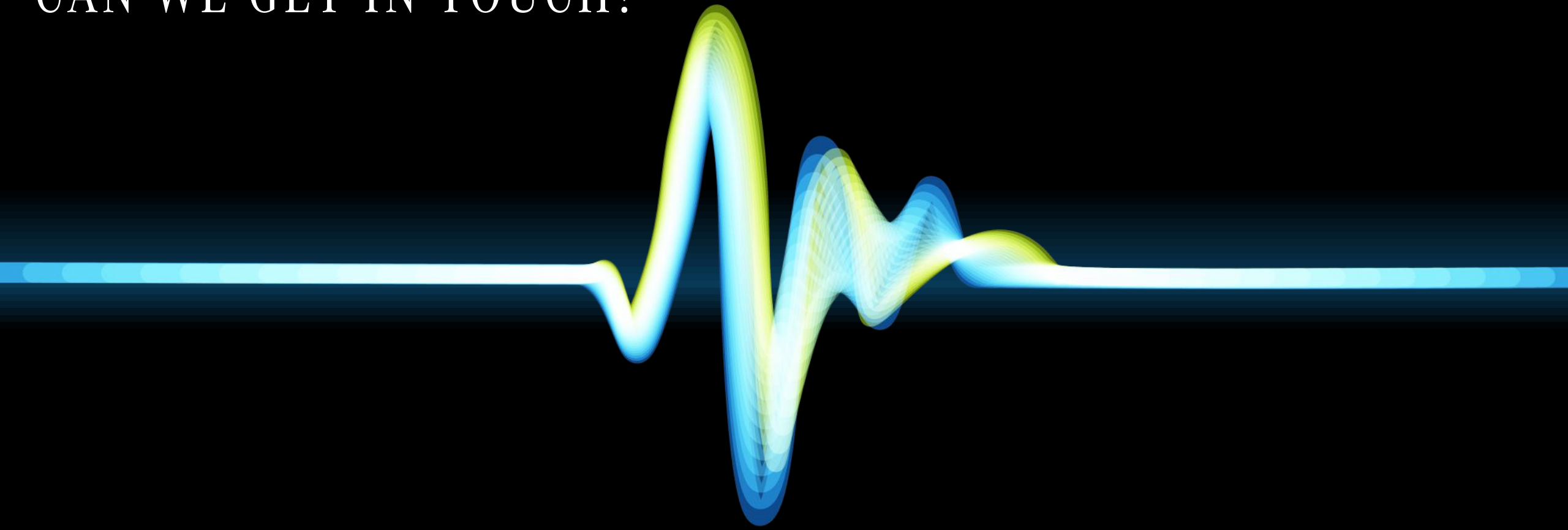
STUTTGART

City of Helsinki

Die Autobahn

CITY OF LONGBEACH

CAN WE GET IN TOUCH?



Mercedes-Benz DIGITAL