

# GreenRoad Technologies

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**Number of Employees: 60+**

**Company Stage: Revenue**

**Company Summary:**

GreenRoad provides in-vehicle driver training, risk reduction and fuel reduction services for fleets and insurance companies. Led by a team of seasoned professionals from fleet, automotive, mobile and technology industries, GreenRoad has offices in the US, UK and Israel. GreenRoad is committed to providing proven solutions to fleet safety that are driver friendly and environmentally conscious.

**Key Products and Technology:**

GreenRoad Safety Center is an innovative solution for driver safety that combines real-time in-vehicle coaching technology, web-based reporting and turnkey program services. Drivers are provided with real-time feedback on every driving maneuver that puts them at risk, allowing them to focus on driving as a professional skill. Using Safety Center's password protected website, managers are able to review summary and detailed risk reports by company, department and driver, to easily and accurately score all driving behavior and identify risky maneuvers and trips.

Safety Center collects information on up to 120 different driving maneuvers in real-time. Each maneuver is automatically scored for risk. Maneuvers are analyzed in real-time to give drivers continuous in-vehicle feedback about areas that require improvement. Driver interaction occurs using a 3 light interface, classifying safe driving as follows: green light indicates safe driving, yellow needs attention and red is high risk. Safety Center's web-based reporting provides managers with in-depth information by company organization. Drivers are in-tune with their overall safety rating, the safety of each trip they take, and the risk of every poor maneuver they make. Safe driving is reinforced through personalized weekly emails and a personalized driver website if appropriate.

GreenRoad provides Safety Center as a complete service package to ensure optimal results. Safety Center is an individualized professional coach for drivers and a comprehensive automated safety solution for company managers. It combines safety, risk visibility, functionality and coaching in one cost-effective, scalable and easy to implement package. Drivers receive continuous real-time training and feedback with access to their individual driving risk profile. Managers receive complete and accurate visibility into risk and safety levels using Safety Center web-based reporting.

**Objectives:**

Partners for distribution and in vehicle technology.