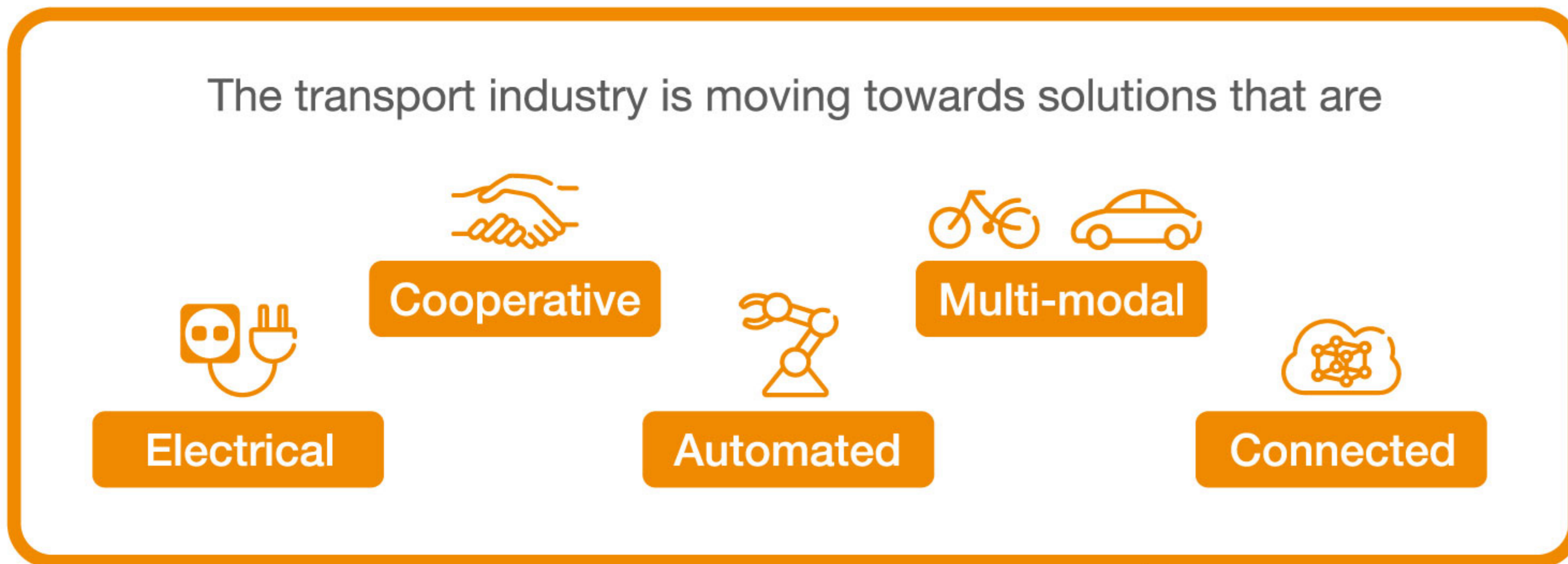


# A WIDER SHARING ECOSYSTEM

The pivotal role of data in transport solutions



## TRANSPARENCY LEADS TO TRUST



## THE ROAD AHEAD

New applications are emerging to address the following challenges

### ROAD SAFETY

**Virtual brake light**  
High braking pressure sends a warning

**Road friction information sharing (Volvo Cars)**  
Between other cars and authorities

### NEW BUSINESS DEVELOPMENT PARTNERS

**Usage-Based Insurance (UBI) models**

**Collaboration between manufacturers and utilities**

## PART OF SOMETHING BIGGER

Transport players must join the wider connected ecosystem

- Better value for users
- OEMs in control of how the ecosystem accesses driver data
- This means having the right APIs in place

Case-by-case driver consent allows data to be accessed without loss of privacy

