

# Leveraging the power of data for good - Case Studies on how vehicle data can increase safety and efficiency in your city

Mercedes-Benz AG | Daniel Deparis

Mercedes-Benz  
Urban Mobility Solutions

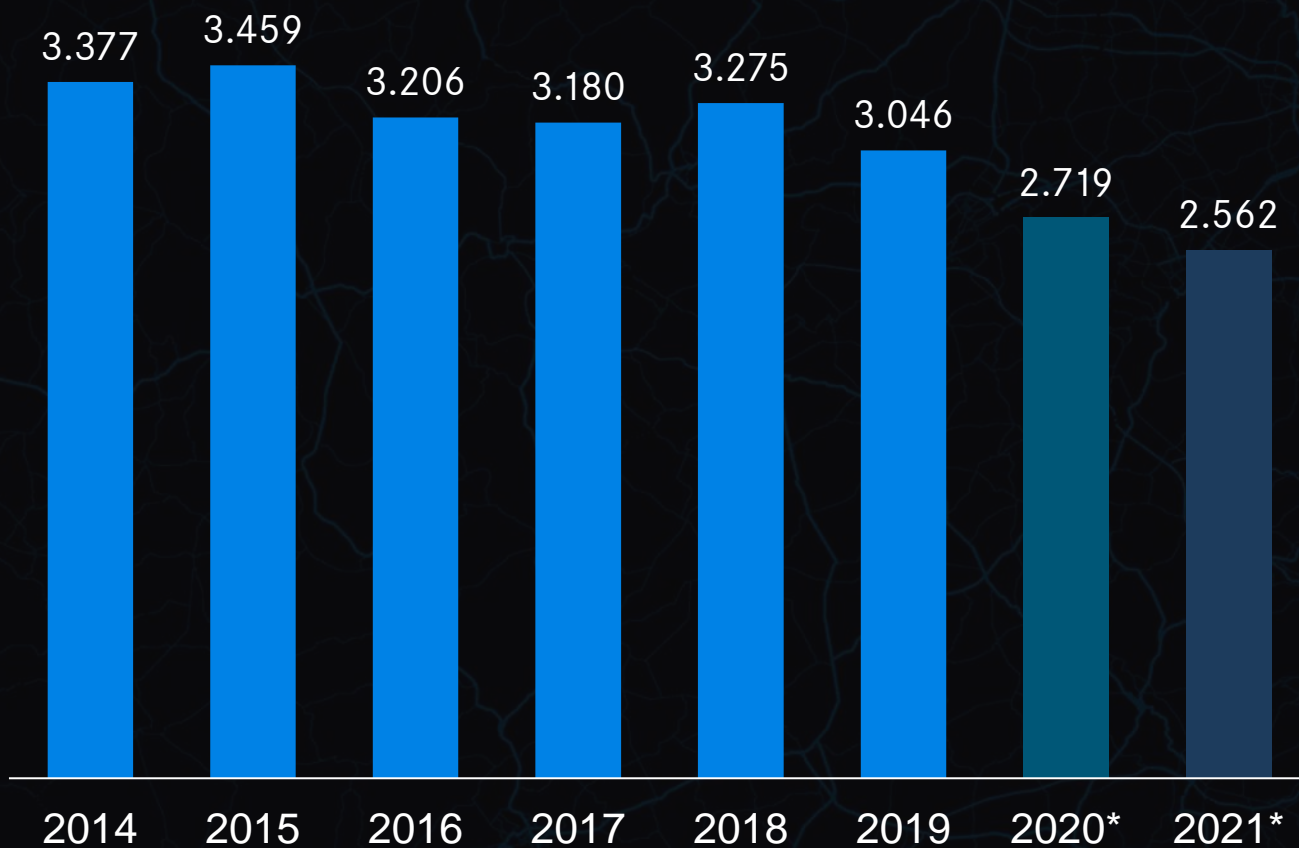




# 49

fatalities per week

on German roads in 2021



49 FATAL CRASHES  
PER WEEK IN  
GERMANY –  
NUMBERS  
STAGNATING



1954

Sicherheitsfahrgastzelle



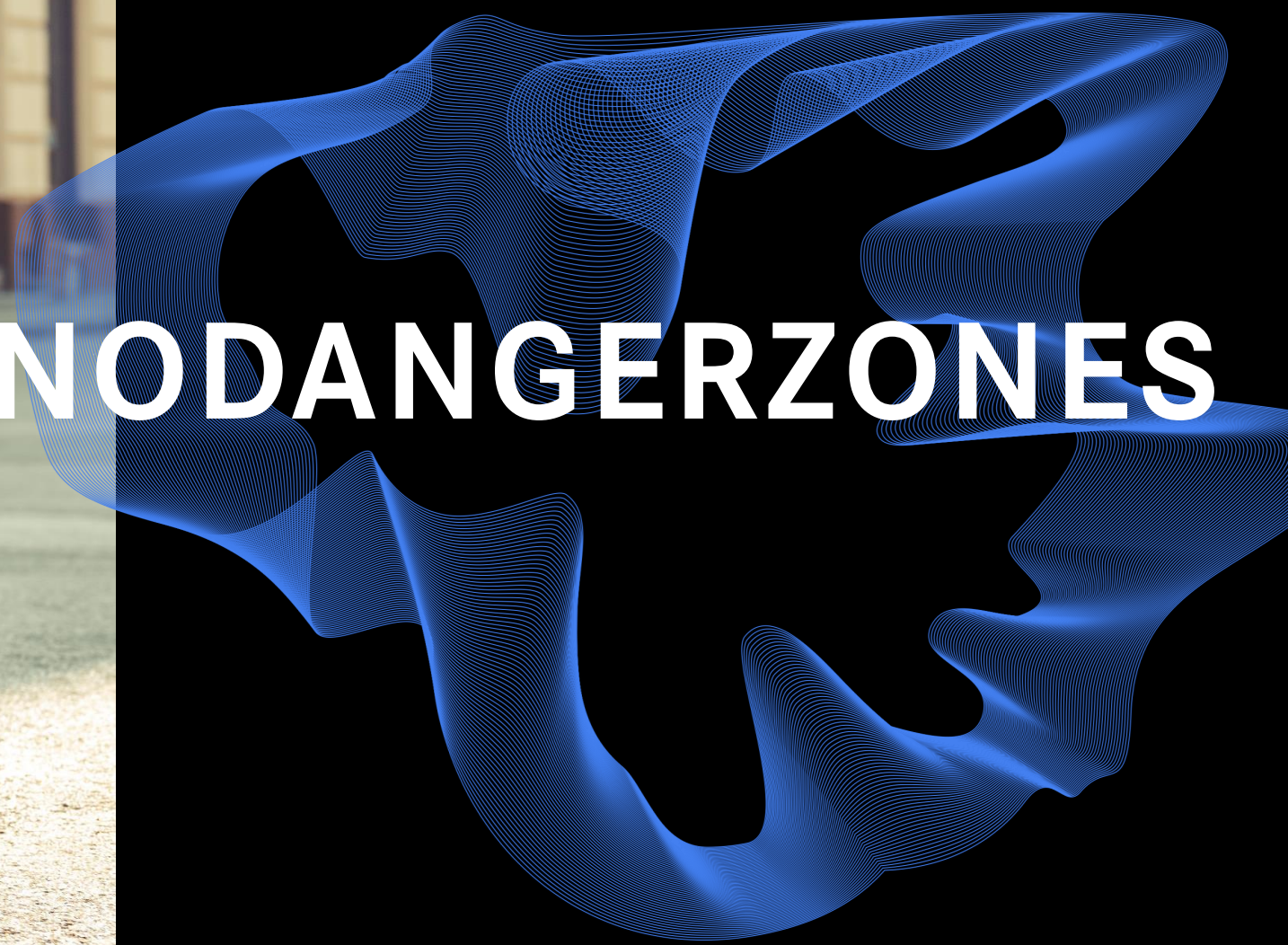
SINCE MORE THAN  
130 YEARS, WE DO  
EVERYTHING TO  
INCREASE SAFETY  
IN DANGEROUS  
SITUATIONS.

AND WHAT IF THERE  
WHERE **NO MORE**  
DANGER ZONES?





**NODANGERZONES**



# Joining forces for traffic safety

Mercedes-Benz & Ministry of Infrastructure and Water Management, Netherlands





# Bringing in multiple perspectives – with the citizen at core



CITY PERSPECTIVE



PARTNER PERSPECTIVE



CITIZEN PERSPECTIVE

# CONSENT IS KEY – MERCEDES-BENZ PRIVACY CENTER



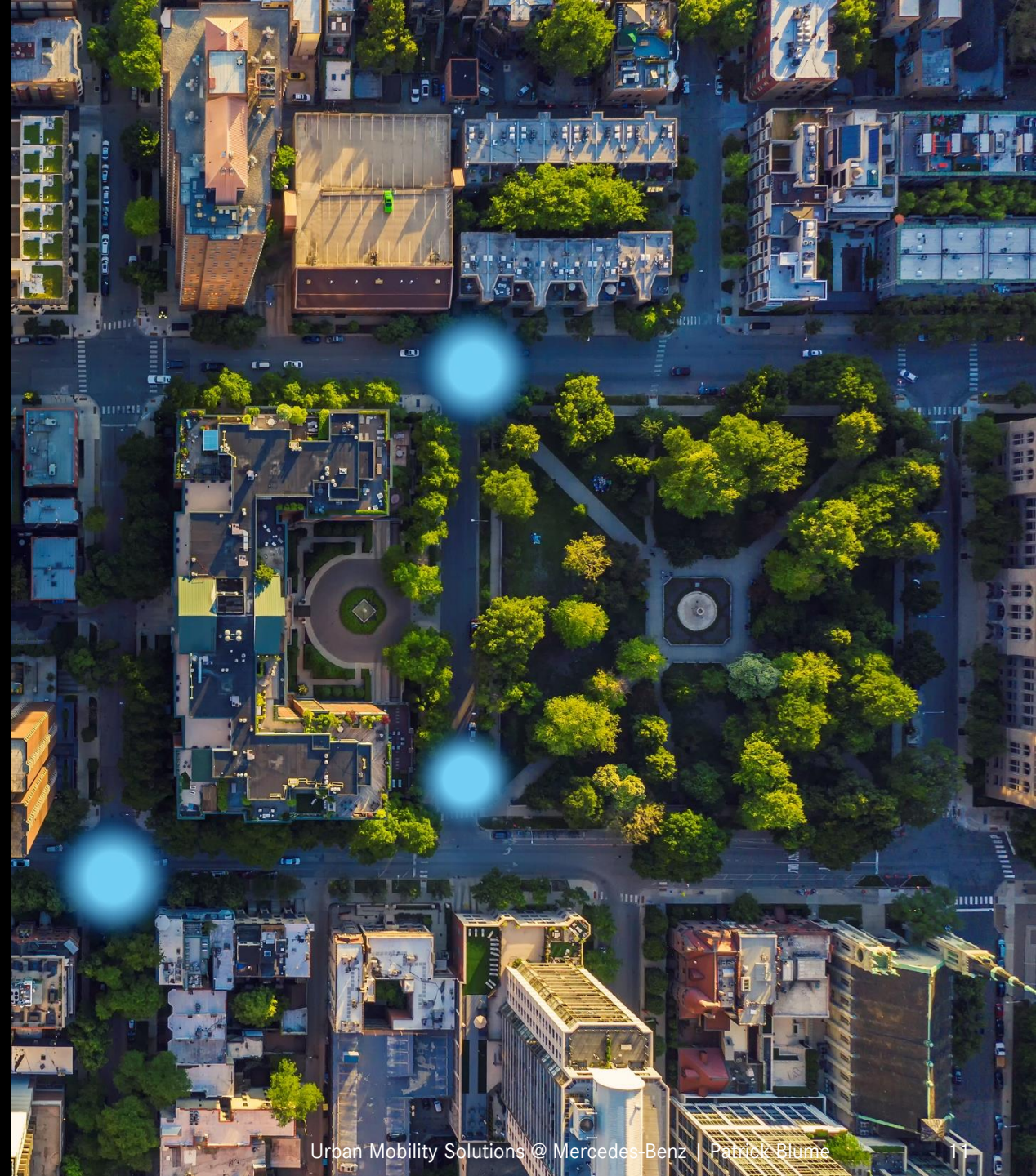
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# ANONYMIZATION – NO SHARING OF PERSONALIZED DATA

THE SOLUTION

# A HEATMAP FOR DANGER ZONES.





# Road Safety Data in our Mercedes-Benz City Dashboard



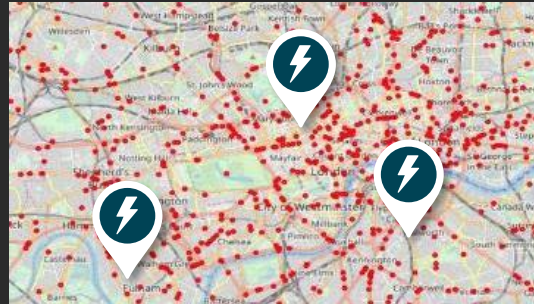
# How cities work with the Mercedes-Benz Road Safety Product – 3 Focus Areas for applying our data insights in your city

## 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

**#keepingtheflow:** With our City2Car Notification we enable cities to send customized messages to our Mercedes-Benz customer fleet



## SAFETY



ROAD SAFETY



SLIPPERY ROAD

## TRAFFIC



FLOATING CAR



CURBSIDE  
MANAGEMENT



PARKING ANALYTICS

## INFRASTRUCTURE



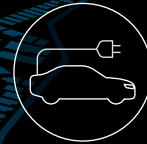
TRAFFIC LANES



TRAFFIC SIGNS



SURFACE  
DAMAGES

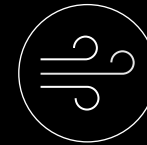


ENERGY DATA



WAVINESS

## WEATHER



AIR QUALITY



MICRO WEATHER



# CONTACT US

For further information regarding our services, or to learn more about our case studies, please get in touch:



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**SCAN ME**