

## MyRouteAssistant

Mobile application and / or embedded unit box allowing to assess responsible driving

The product is an application that can be installed on the driver's mobile phone and / or embedded in a motor unit provided by the insurer. It assesses both eco and safe driving, making a synthesis of the two criteria and then assigning an overall mark of responsible driving. Rather than considering this application as a "snitch", the driver is encouraged to accept it and adapt his driving style accordingly. Points earned allow the driver to get coupons from retail partners.

### Adas Groupement



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#### STAFF

📞 06.42.00.00.00

🐦 @groupement\_adas

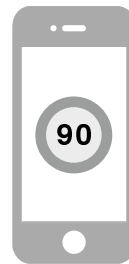
► **MOV'EO R&D PROJECT**  
SEMACOR

► **KEY INNOVATIONS**  
Safe and eco-driving

► **TARGETED MARKETS**  
Automobile insurance

► **MAIN CUSTOMERS**  
Insurers

WHILE  
DRIVING



No graphic information, except when exceeding established speed limits

BT Information sending (Vibrations)

