

# Mobileye

Advanced Driver Assistance System



# Corporate Background

- / Founded in 1999
- / World pioneer and leader in vision-based Advanced Driver Assistance Systems (ADAS)
- / Largest artificial vision R&D center in the world
- / Investors include Goldman Sachs, major Insurance companies and private investors

# Mobileye Worldwide Recognition



October 2011- Mobileye received the International Fleet Industry Award, Fleet Europe.



2008-2010- Three years in a row, Mobileye received the UK "Brake" award for car safety products.



December 2008 -Mobileye processor, EyeQ2, voted as best electronic design in the "Electronic Design Magazine".



December 2006- "Frost and Sullivan" chose Mobileye to be entrepreneur company of the year.



December 2005- Mobileye chosen by Red Herring magazine as one of the top 100 innovative entrepreneur companies.

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# OEM Partners



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# Road Safety: Global Initiatives



## TIME FOR ACTION

DECADE OF ACTION FOR ROAD SAFETY 2011-2020



### Nationwide Autumn 2011 Road Safety Campaign in Japan



Strengthening of anti drink-driving measures, as well as road safety education.



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# Road Safety: A Global Concern

## / EU Legislation

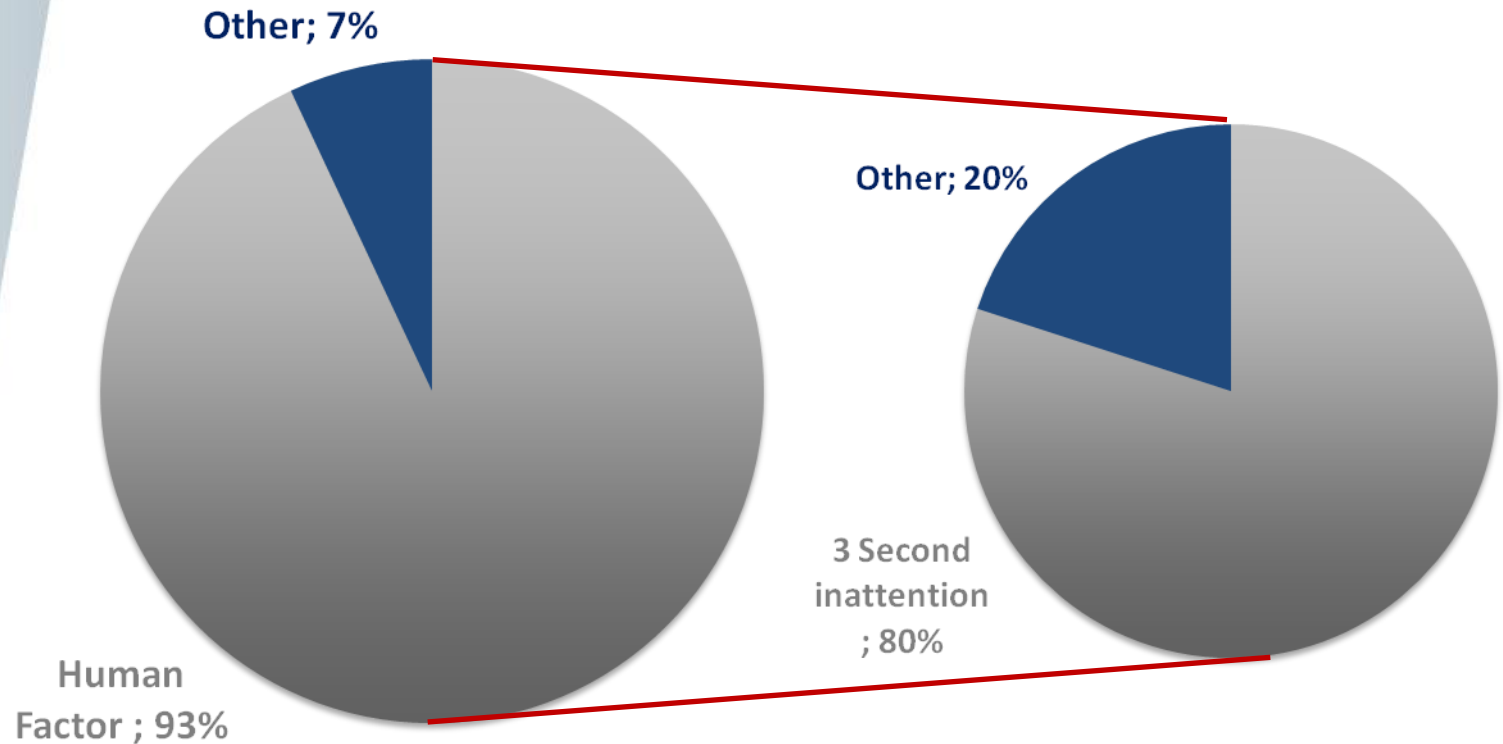
**a/** LDW as standard fitment for commercial vehicles above 3.5 tons and buses from Nov 2013. **b/** EuroNcap considers ADAS technology for car safety rating. **c/** In Germany the government provides subsidies to fleets installing ADAS.

## / US Legislation

**a/** Fleet Bill in the US to grant tax credits to fleets equipped with ADAS. **b/** NHTSA considers ADAS technology for car safety rating.

**/ JAPAN: Subsidies from the government** - Japan provides 50,000 Yen subsidy [http://www.mlit.go.jp/jidosha/anzen/01asv/esc\\_23.html](http://www.mlit.go.jp/jidosha/anzen/01asv/esc_23.html)

# The Cause of Accidents



**74% of car accidents are caused by driver inattention**

\* Sources: VTRC + NHTSA

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# Studies conclude...

**/ 1.5 seconds early warning can prevent 90% of rear end collisions!**



•Source: study on the link between collisions and cases of whiplash, Feb. 2009, AXA Winterthur



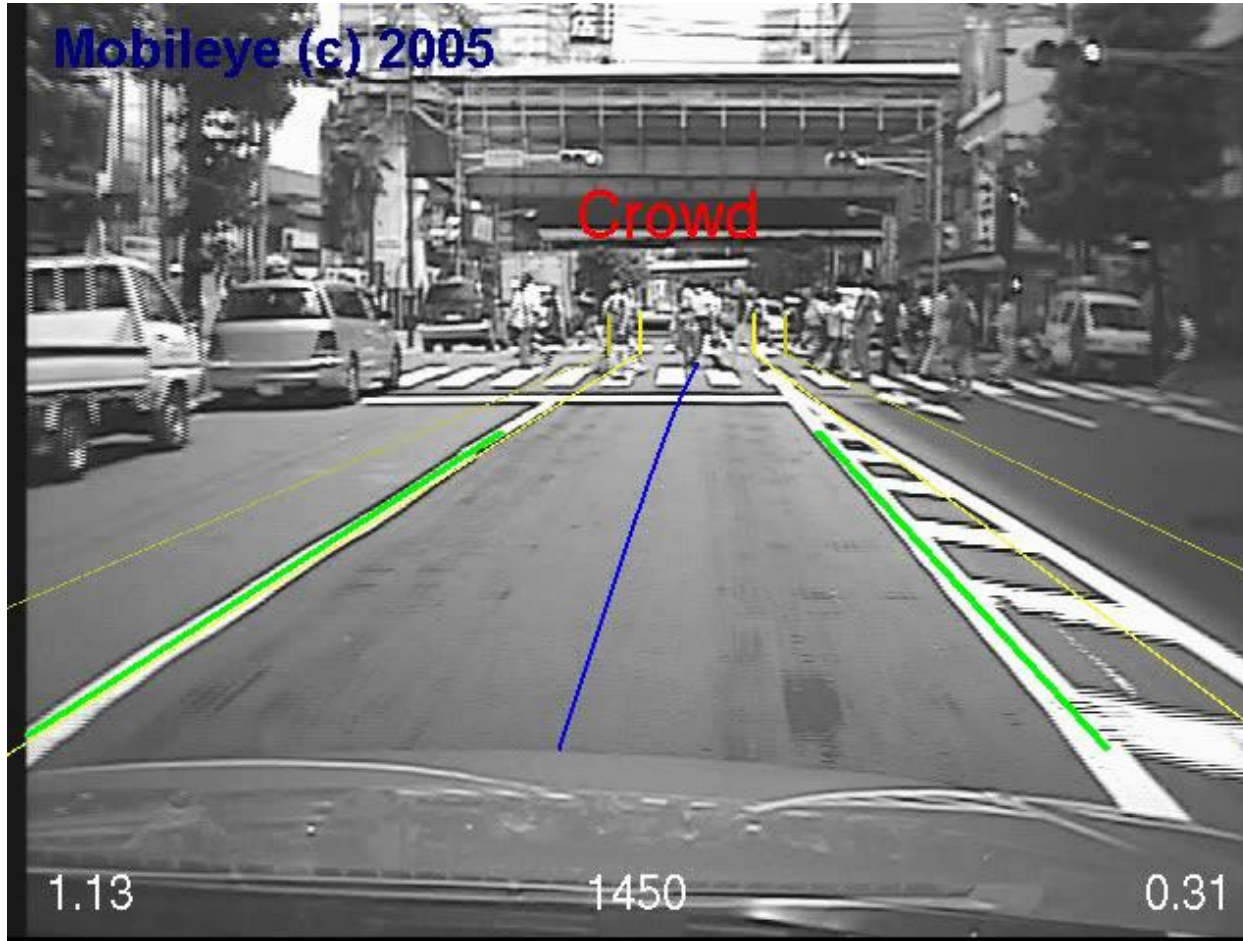
•D.R. Ankrum, "Smart Vehicles, Smart Roads," Traffic Safety

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# Mobileye ADAS Technology



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# Mobileye ADAS solutions



**Mobileye Pedestrian  
Collision Warning**



**Mobileye Lane Departure  
Warning**



**Mobileye Forward  
Collision Warning**



**Mobileye Headway  
Monitoring**

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# Now Announcing: Industry-First Technologies

## **/ Mobileye Intelligent High-Beam Control**

Mobileye IHC automatically raises and lowers the high beam without inconveniencing oncoming or preceding traffic



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# Now Announcing: Industry-First Technologies

## **/ Mobileye Traffic Sign Recognition/Speed Limit Indication**

Mobileye SLI recognizes all speed limit signs, “reads” the speed limit on the sign, and communicates it via Mobileye’s CAN channel for telematics and 3rd party integrators.



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# Distributors

## A Global Reach



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# Distributors

## A Global Reach

**InstallerNet**  
"Leave the installation to us"

**TrackTec**

**MOBATIME SWISS**

**PEOPLENET**  
Performance

**Auto safety**

**CAR·TOYS**  
A better way to go.

**JC Whitney**  
EVERYTHING AUTOMOTIVE

**Pinkey**  
TURVAA JA TURGA TEILLE

**iM BILITY**  
innovative automotive solutions

**imobile**  
The Master Distributor for Mobileye Products

**Dealers' Edge**

**CARAUGE - TELEMATIK**  
Ihr Partner für Telematik, Flottenmanagement, Ortung & elektronische Fahrtenbücher

**KONBO**

**EC**

**Chuan Fa Auto Pte. Ltd**

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**MOBILEYE®**



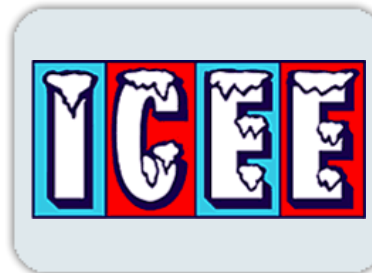
# Leasing Sector - Adopting Mobileye



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# Fleet Sector - Adopting Mobileye



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# FMS Sector - Adopting Mobileye



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# Insurance Sector - Adopting Mobileye



Seesam



ZURICH



**CLAL**  
INSURANCE

**MARKEL**  
INSURANCE  
COMPANY  
A Markel Company



**MAPFRE**

**ROSNO**

a company of **Allianz**

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# Mobileye Benefits

- / Effectively prevents collisions and car accidents
- / Keeps drivers, passengers and our environment safe
- / Improves driving patterns
- / Reduces fuel consumption
- / Enables to achieve excellent ROI
- / Reduces TCO
- / Enhances social / corporate responsibility
- / Provides a powerful tool for driver monitoring and evaluation
- / Risk management tool

# Reaching Zero Collision



Rijkswaterstaat  
*Ministerie van Verkeer en Waterstaat*

**2000 Trucks with Mobileye**

**A control group of 400 trucks**

**1 Year Testing and 77 million kilometers**



**No Collisions**  
**(11-13 Expected)**

**5 Collisions**  
**(4-5 Expected)**

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# Achieving excellent ROI



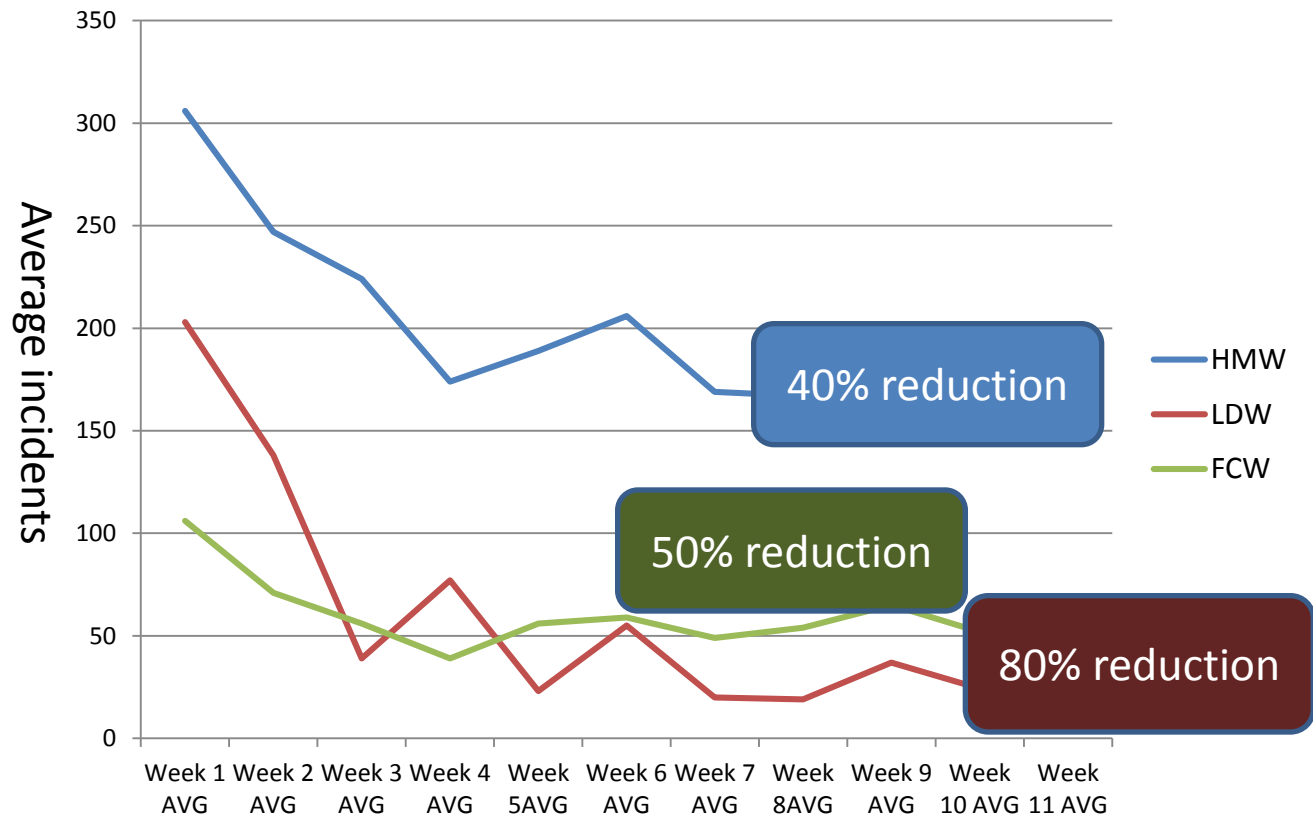
C.R. England, largest refrigerated trucking company in the US (4000 trucks), reports:

**37% reduction  
in crash costs per mile traveled!**

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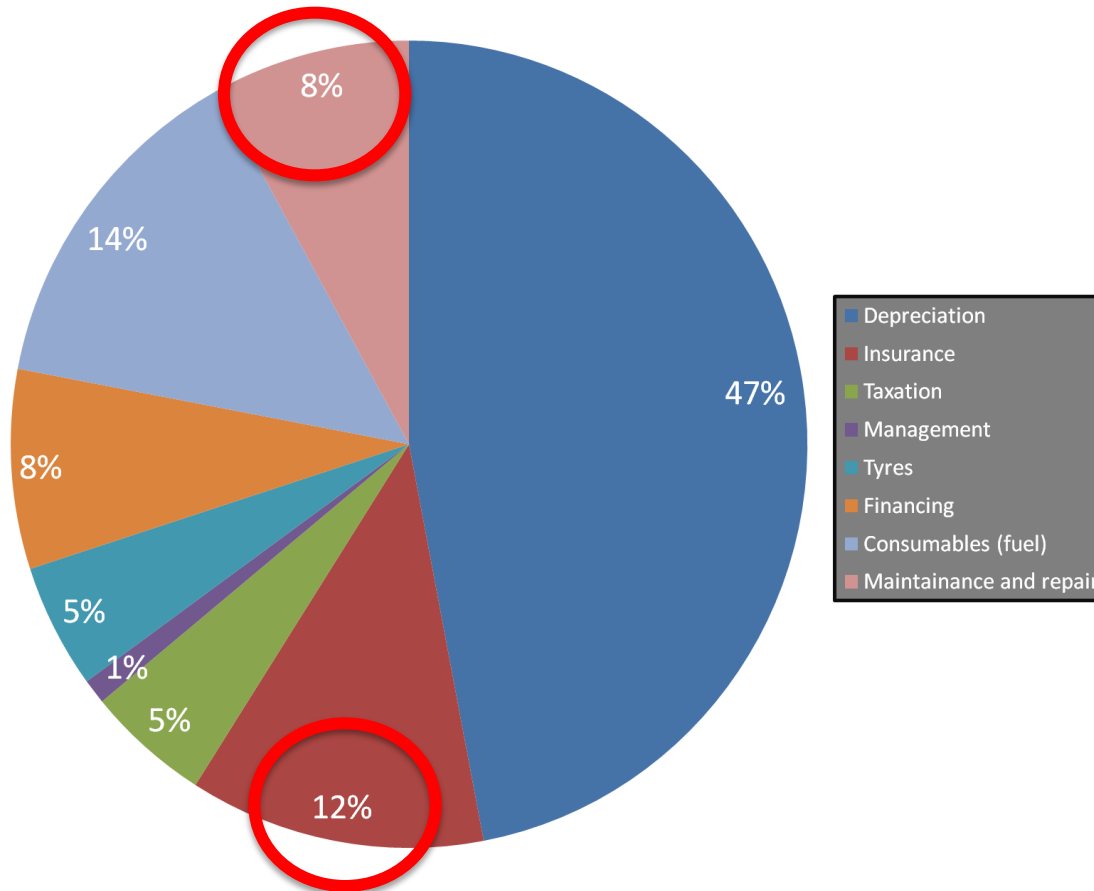
# Improving Driving Patterns - Coca Cola Hellenic Fleet



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# Reducing TCO



Cost of Repairs And Insurance  
Represents  $\frac{1}{5}$  of TCO

Costs incurred in accidents that are  
not covered by insurance

- €1650 by passenger car
  - €2900 by heavy goods vehicle
- Allianz Presentation eSafetyChallenge, Millbrook 2010

€ 730 = average cost of repair per  
vehicle per year in Europe  
ECDP

- Insurance: 12% of costs
  - Accidents: 8% of costs
- Significant portion of depreciation**  
Esafetyaware asbl

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# Green Product

Driving Safe is driving Green

/ Fuel efficiency

/ Accident reduction

-> Smaller Carbon footprint



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# Mobileye

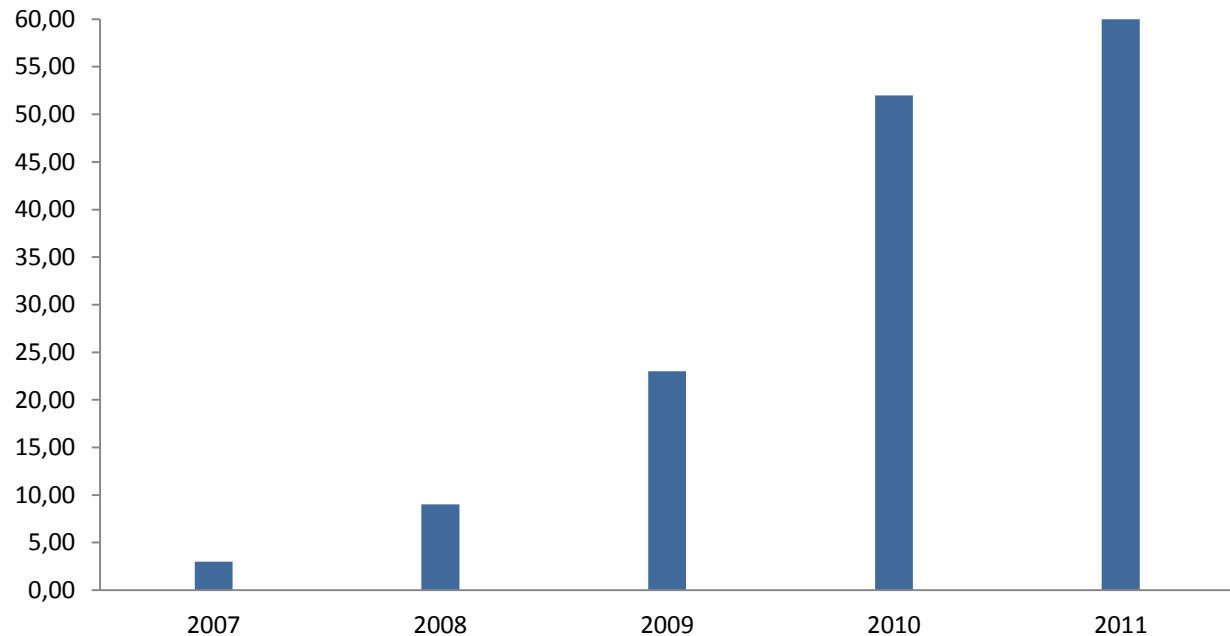
## A Story of Success

November 2011



# Distribution Agreements

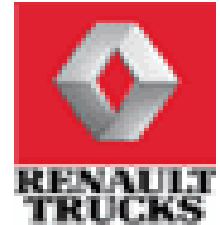
Increase in Distribution Agreements



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# Renault Trucks



- / Mobileye installed as standard on the PREMIUM Truck, (presented by Renault at the IAA 2008 Trade Show in Hannover).
- / In 2010, Renault started to offer Mobileye C2-270 in their **MAGNUM trucks series** as well.

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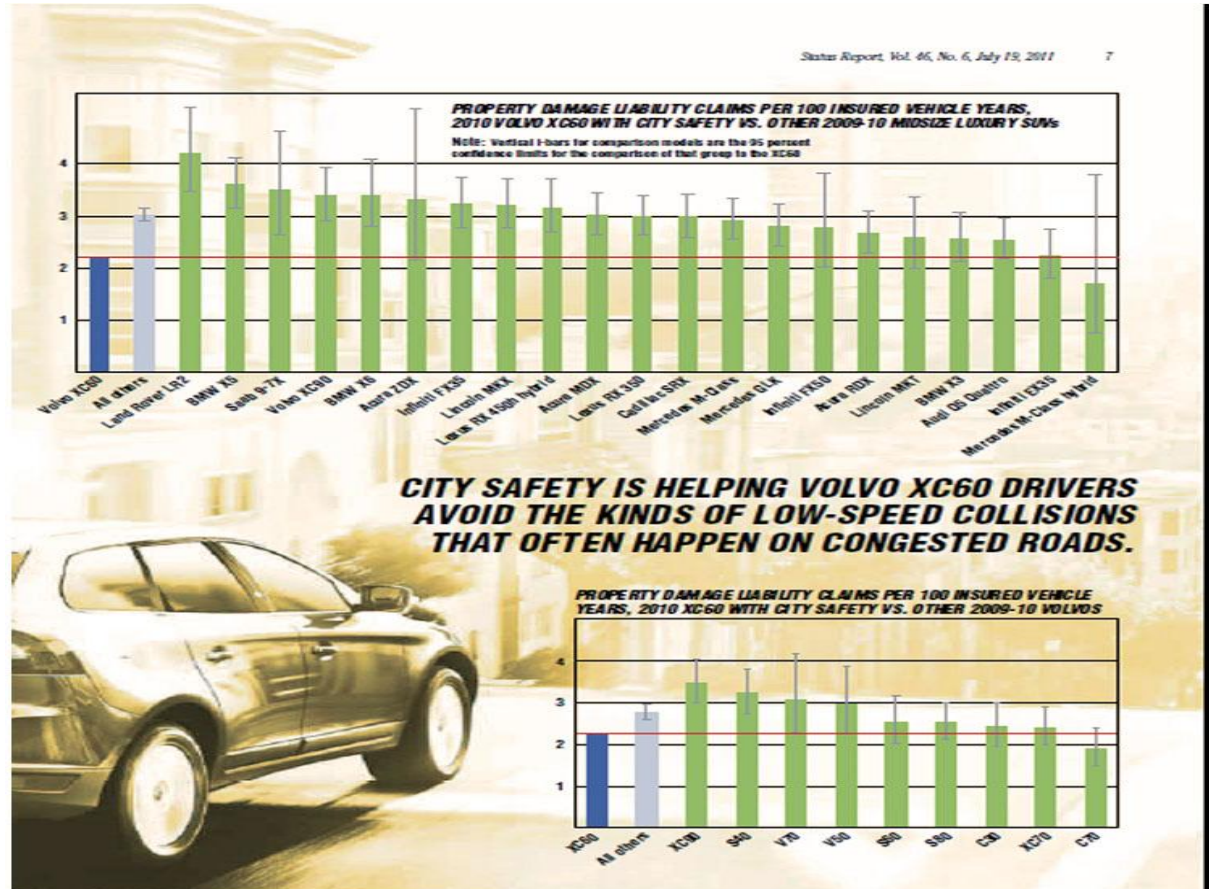


# Volvo



Property damage liability claims per 100 insured vehicles years,

2010 Volvo XC60 with city safety vs. other 2009-2010 midsize luxury SUNs/Volvos.



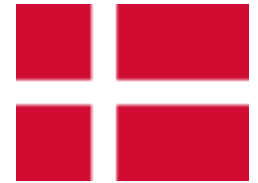
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# Mobileye – Proven Effectiveness

Denmark Mobileye Tested by the Danish FDM

September 2011 – FDM, the Danish Automobile Association, [reenacts](#) a terrible truck crash (occurring 1 year earlier), without and with Mobileye System.



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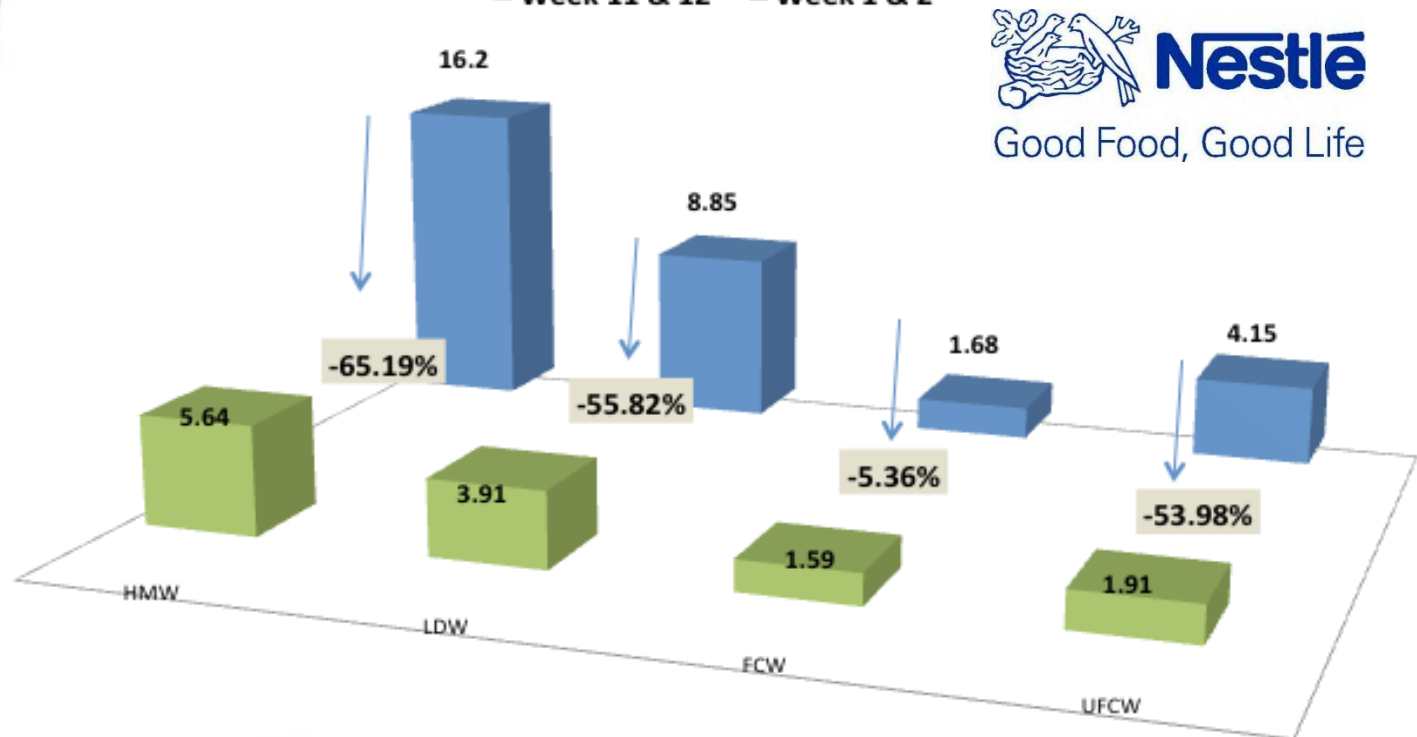


# Nestle - Switzerland

Improving Driving Patterns

## VW Passat Group

■ Week 11 & 12 ■ Week 1 & 2



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# KiMs - Denmark



- /** KiMs, the leading Danish-owned brand of chips and snacks, has chosen to install Mobileye C2-270 in their entire truck fleet.



**KiMs**

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# Anneberg – Denmark

**/** Largest logistics fleet in Denmark



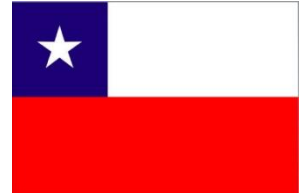
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# Chile - Hualpén Buses

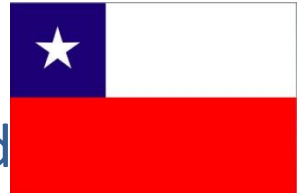
- / Fleet of 500 vehicles in southern Chile.
- / Use Mobileye as standard in all new vehicles,



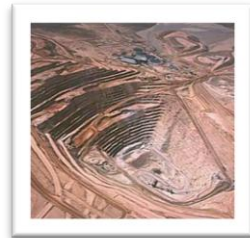
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# Minera Escondida - Chile



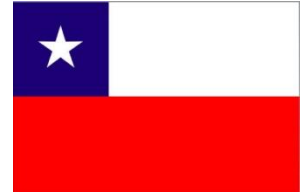
- / Largest single copper producer in the world producing copper from open pit mining.
- / Mobileye distributor TrackTec has equipped Minera Escondida's fleet of 3000 vehicles with Mobileye systems.
- / Minera Escondida INSISTS THAT ALL ITS SUPPLIERS EQUIP THEIR ENTIRE FLEET WITH MOBILEYE SYSTEMS



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# LINSA Logistics Fleet - Chile



Chilean Distributor's  
Demo Van

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# Coca-Cola Trucks – Europe

- AdriAlps is the Renault Trucks distributor that has installed Mobileye systems on Coca-Cola distribution trucks across Europe (Switzerland, Austria, Slovenia, Croatia, Bosnia and Herzegovina).



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# Dart Transit - U.S.



- / One of the United States largest fleet companies
- / Declared safety and customer service top priority and stated that Mobileye's technology is **the perfect platform for taking safe driving to the next level.**



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# Camping World - U.S.



- / Mobileye US has signed a US nationwide agreement with Camping World, [www.campingworld.com](http://www.campingworld.com) , the world's largest RV retailer.



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# Transmilenio - Colombia

Biggest mass transportation system in Latin America, based in Bogotá - over 1.7 million passengers every day.



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# School Buses - Israel

**School buses in Israel now  
feature Mobileye  
protection:**  
Municipalities equip  
school buses with  
Mobileye systems.



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# Sumitomo Mitsui – Japan

- / Total of 540,000 leased cars.
- / First Japanese leasing company to incorporate Mobileye's Advanced Driver Assistance System in its own fleet and for its many customers



人とクルマを笑顔でつなぐ  
住友三井オートサービス

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# Nordania Leasing - Scandinavia

## Firmabiler



### Mobileye c2-270

Installeres på få timer i din leasingbil. Det består af en kameraenhed, der analyserer, hvad der sker foran køretøjet og advarer med både akustiske og visuelle advarsler, hvis der er fare forude. Systemet giver større trafikssikkerhed og er med til at forbedre køreadfærden.

Frå 200 kr. + moms pr. mdr.

### Citroën C5

2.0 HDi 163 hk Seduction stationcar DPF ESP 6G

Beskatningsgrundlag: 279.988 kr.

Udstyr: Metallak, parkeringsensor for og bag, radio/CD med MP3

Forbrug Brændstofforbrug: 18,9 CO2: 140



### Mercedes-Benz C 200

2.1 CDI 136 hk BlueEfficiency stationcar DPF ESP 6G

Beskatningsgrundlag: 362.418 kr.

Udstyr: Standardlak, 2-zoners automatisk klimaanlæg, multifunktionsrati, læder, Audio 20 radio/CD/MP3, 5,8" farveskærm, integrerede barnesæder

Forbrug Brændstofforbrug: 19,2 CO2: 139

### Opel Insignia

2.0 CDTi 130 hk ECOflex Edition stationcar DPF ESP 6G

Beskatningsgrundlag: 302.468 kr.

Udstyr: Metallak, elektronisk klimakontrol, komfort-pakke-edition, højdejusterbart passagersæde, radio/CD

Forbrug Brændstofforbrug: 19,6 CO2: 135



Ønsker du rådgivning, inden du vælger firmabil, har vi den fornødne viden og ekspertise til at hjælpe dig.

Du kan kontakte Nordania Billeasing på tlf. 45 13 05 63.

CBS: Der tages forbehold for fejl og mangler - Bilerne kan fremstå med ekstraudstyr

Nordania Leasing

## Firmabiler



### Renault Grand Scenic

1.9 dCi 130 hk Expression MPV FAP ESP 6G

Beskatningsgrundlag: 236.585 kr.

Udstyr: Metallak, cruise control, integreret TomTom navigation, justerbart midterkonsol, radio/CD/MP3/Bluetooth, rat- og gearknop i læder

Forbrug Brændstofforbrug: 17,9 CO2: 148

### Renault Laguna

2.0 dCi 175 hk Exception stationcar FAP ESP aut.

Beskatningsgrundlag: 273.027 kr.

Udstyr: Metallak, radio/CD/Bluetooth, regnecensor, cruise control, lædermat, elektronisk parkeringsbremse, 17" aluminiumsfælge

Forbrug Brændstofforbrug: 15,9 CO2: 167



### Skoda Superb

2.0 TDI CR 140 hk Elegance stationcar DPF ESP 6G

Beskatningsgrundlag: 376.850 kr.

Udstyr: Metallak

Forbrug Brændstofforbrug: 18,2 CO2: 146

### Volkswagen Passat

2.0 TDI 140 hk Comfortline stationcar DPF ESP 6G

Beskatningsgrundlag: 347.274 kr.

Udstyr: Metallak, blanke ruderlister, lædermat, el-ruder for og bag, fartpilot, hill-hold, vinterpakke, multifunktionsanlæg

Forbrug Brændstofforbrug: 21,7 CO2: 182



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# Insurance Companies



Seesam

25% discount to customers installing Mobileye.



25% discount to customers installing Mobileye.



10% discount to customers installing Mobileye.



20% discount to customers installing Mobileye.

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# Driving Schools Around the World Adopt Mobileye

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# Netherlands



**Bruinsma Verkeersopleidingen:**  
Netherlands's largest driving school



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# China



## Shenzhen Tongpin driving school



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# Colombia November 2011



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Thank you, and please  
drive safely

