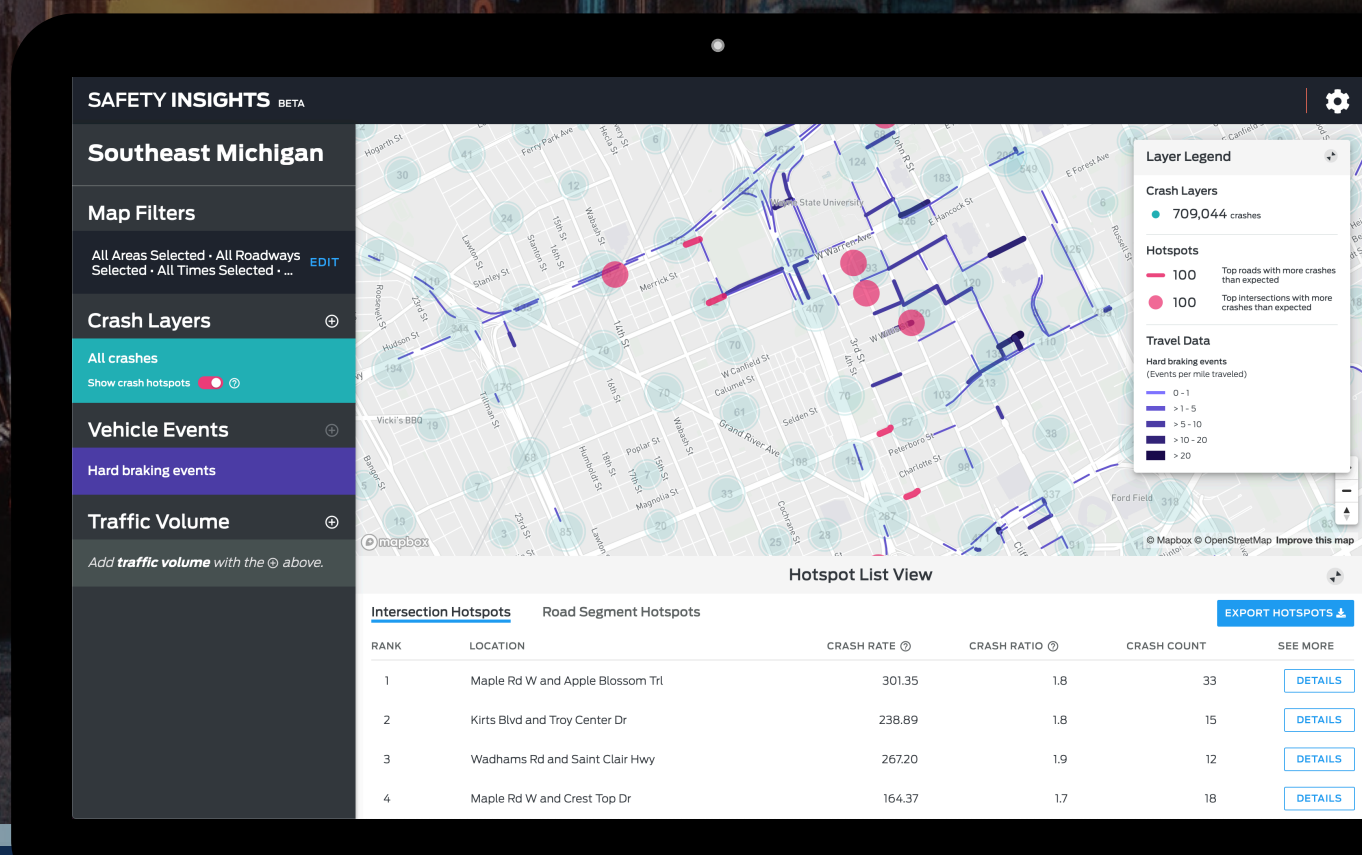# SAFETY INSIGHTS
FORD MOBILITY

Unlock the future of safety planning at your fingertips

Turning the **inevitable** into the **preventable**

Why Safety Insights?

Safety planning today is done after crashes have occured, with out-of-date data that can be inaccessible or scattered across multiple systems. We wanted to create a platform to help transportation professionals streamline their traffic safety analysis and become more proactive, using all available data in a simple, single platform that utilizes industry standards to identify hotspots that need solutions and what those solutions should be.

Safety Insights helps unlock more than just historical crash patterns with Ford's connected vehicle data. It provides insight into driver behavior, distracted driving, and treacherous road conditions. This data can help provide a more comprehensive picture of safety on your roadways. Safety planning can shift into the future, becoming proactive, identifying emerging hotspots of safety events before they manifest into many crashes.

Simple steps to solving safety issues

STEP 1: Visualize Data

Combine data like never before. Overlay crashes with connected vehicle events and traffic volume to identify correlations and solve issues faster.

STEP 2: Uncover Safety Concerns

Find hotspots and focus on specific areas with ease. Use best practice algorithms to analyze your area, focusing just on the roads, crashes and time frame you want.

STEP 3: Simulate Solutions

Implement solutions with confidence. See instant cost benefit calculations, crash reduction predictions, and time of return calculations in a shareable report.

Learn More: safetyinsights.ford.com