



PRESS RELEASE

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NIRA Dynamics launches Harsh Braking: A breakthrough in preventive road safety

NIRA Dynamics, a leader in automotive software innovation, announces the launch of Harsh Braking, a revolutionary traffic safety data product that identifies high-risk road zones before accidents happen. By analyzing real-world driving data from millions of connected vehicles across the Volkswagen Group, Harsh Braking shifts traffic safety from reactive accident response to proactive prevention.

Traditional traffic safety relies on accident statistics, after lives have been lost. Harsh Braking represents a fundamental shift toward predictive safety intelligence, enabling authorities to identify and address dangerous conditions before they result in crashes.

"Our mission with Harsh Braking is to save lives by preventing accidents before they happen," says Lisa Åbom, CEO at NIRA Dynamics. "Every harsh braking event tells a story about potential safety risks. By analyzing millions of these real-world moments, we're giving traffic authorities the power to act proactively, creating safer roads for everyone."

Preventing Accidents Through Real-World Intelligence

Harsh braking events—rapid deceleration over 4 m/s^2 —are strong indicators of dangerous road conditions. These moments occur when drivers encounter poor visibility, confusing intersections, slippery surfaces, or inadequate signage that force sudden stops to avoid collisions. Drawing from millions of connected vehicles, Harsh Braking creates a comprehensive map of traffic safety risks that traditional accident data cannot provide. This predictive approach allows traffic authorities to prioritize safety improvements based on real-world driving behavior, weeks or months before accidents might occur.

Multiple Applications for Enhanced Safety

Harsh Braking serves diverse stakeholders committed to road safety:

- Traffic Authorities can identify high-risk road segments and prioritize safety upgrades where they matter most
- Urban Planners can design smarter streets based on actual driving behavior rather than theoretical models
- Mobility & Automotive Brands can enhance ADAS and vehicle safety systems with real-world insights

Privacy-First Innovation

NIRA Dynamics designed Harsh Braking with privacy protection as a fundamental principle. All data collection adheres to strict privacy standards, capturing only essential safety information without personally identifiable details. Data is securely processed through the NIRA Cloud with advanced encryption and anonymization.

No Additional Hardware Required

Unlike traditional monitoring systems requiring expensive roadside equipment, Harsh Braking operates using existing vehicle sensors and connectivity infrastructure. This software-based approach enables immediate deployment across existing fleets while minimizing implementation costs and complexity.

"Harsh Braking is just the beginning of our journey toward eliminating preventable traffic accidents," adds Lisa Åbom. "Every insight we generate brings us closer to roads where families can travel safely and communities can thrive without the threat of traffic violence."

For more information on Harsh Braking and other NIRA Dynamics solutions, visit niradynamics.com.

About NIRA Dynamics

Founded in 2001 and headquartered in Linköping, Sweden, NIRA Dynamics is at the forefront of sensor fusion and vehicle data cloud services. Specializing in cost-effective safety, navigation solutions, and big data services, NIRA is revolutionizing the global automotive industry. NIRA's innovative solutions are trusted by leading manufacturers including Audi, Volkswagen, Honda, Volvo, Stellantis, Renault, and Geely.

MEDIA CONTACT

NIRA Dynamics Media Relations
Johan Hägg
Phone: +46 700454056
johan.hagg@niradynamics.se

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