



AIIF 2016

Proactive measures to reduce the costs
associated with traffic accidents

The problem



The Human Factor

- **93%** of accidents are due **to human factor.** ¹
- **Driver inattention** cited as the primary cause: “Nearly **80%** of all crashes involve **driver inattention within 3 seconds before the event**”! ²



Forward collision

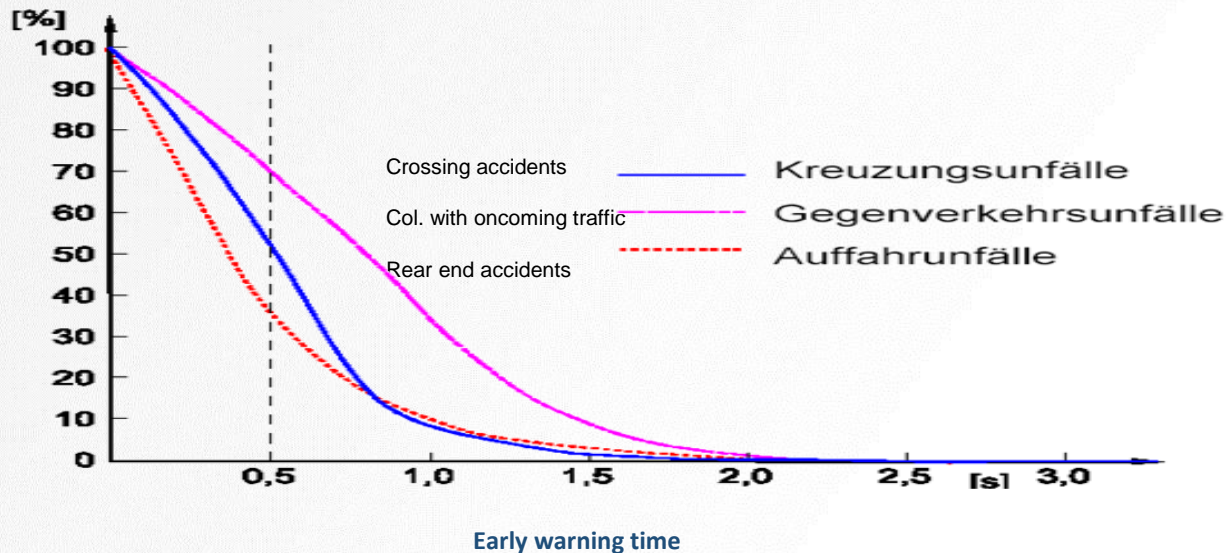
- An extra **0.5 second** early warning can prevent **60%** of rear-end collisions and **1.5 seconds** can prevent **90%**.³





1.5 seconds early warning can prevent 90% of rear end collisions, 2.0 seconds warning can prevent almost all crashes!

Collision probability





Our Vision. Your Safety™



About Mobileye

Mobileye – soon in every vehicle!



Click in the box above to play the video



Is the global pioneer and leader in the development of collision avoidance and autonomous driving systems based on artificial vision technology



100+ distributors globally

500+ employees worldwide

Operating in **48** countries

Adopted by **Most**
of the world's major auto manufacturers

Publicly traded on the **NYSE:** MBLY



Our Vision. Your Safety™



Business Status



Our Vision. Your Safety™

10,000,000 + Vehicles
with Mobileye Technology

Leading ADAS Supplier to the OEMs



PSA PEUGEOT CITROËN

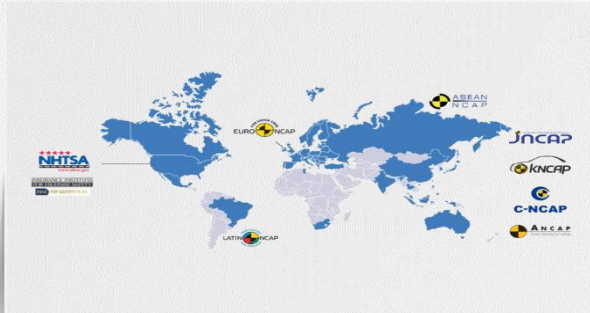


Market Drivers

Two Major Trends

Evolution

New Safety Rating Regulations



Revolution

Autonomous Driving Megatrend





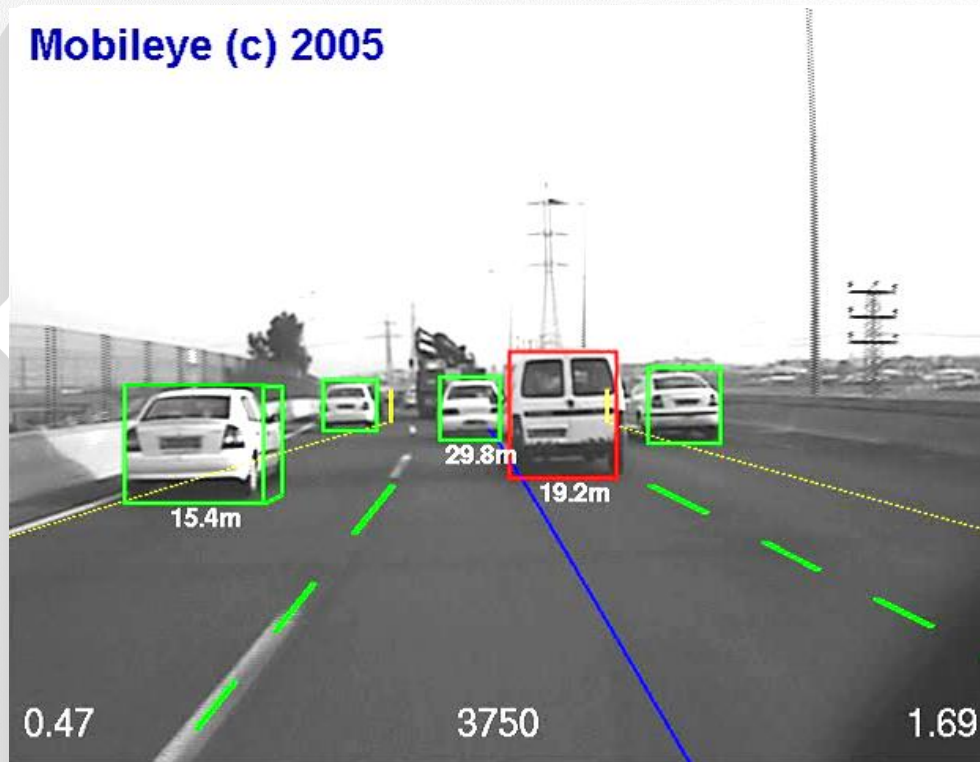
Our Vision. Your Safety™



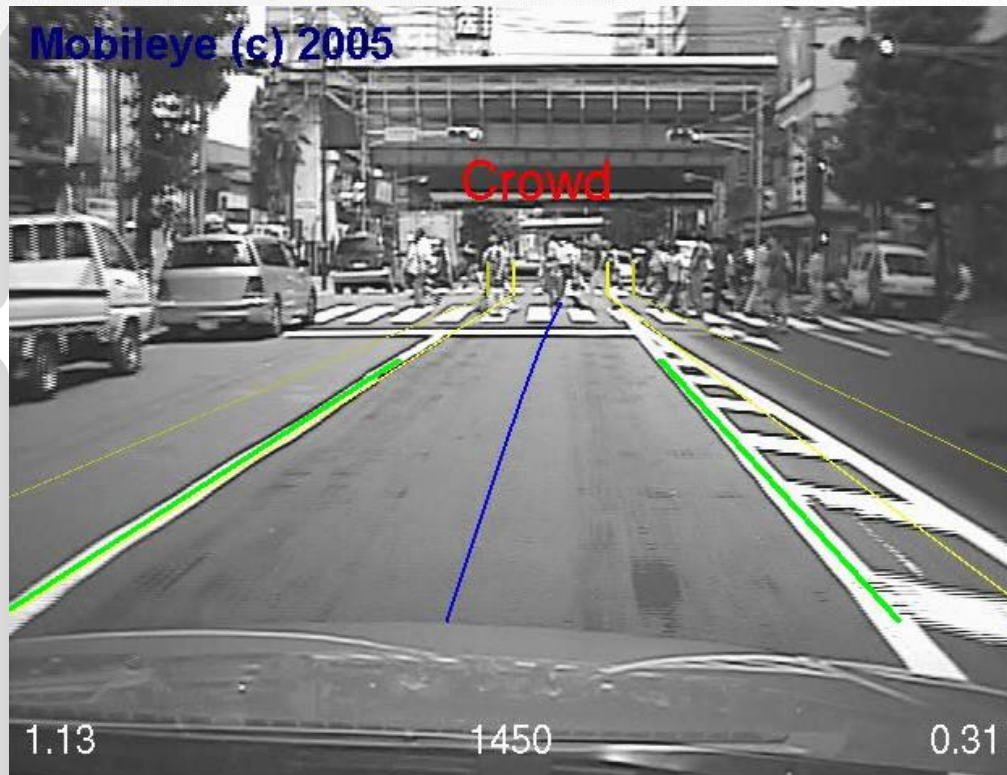
Aftermarket Solution

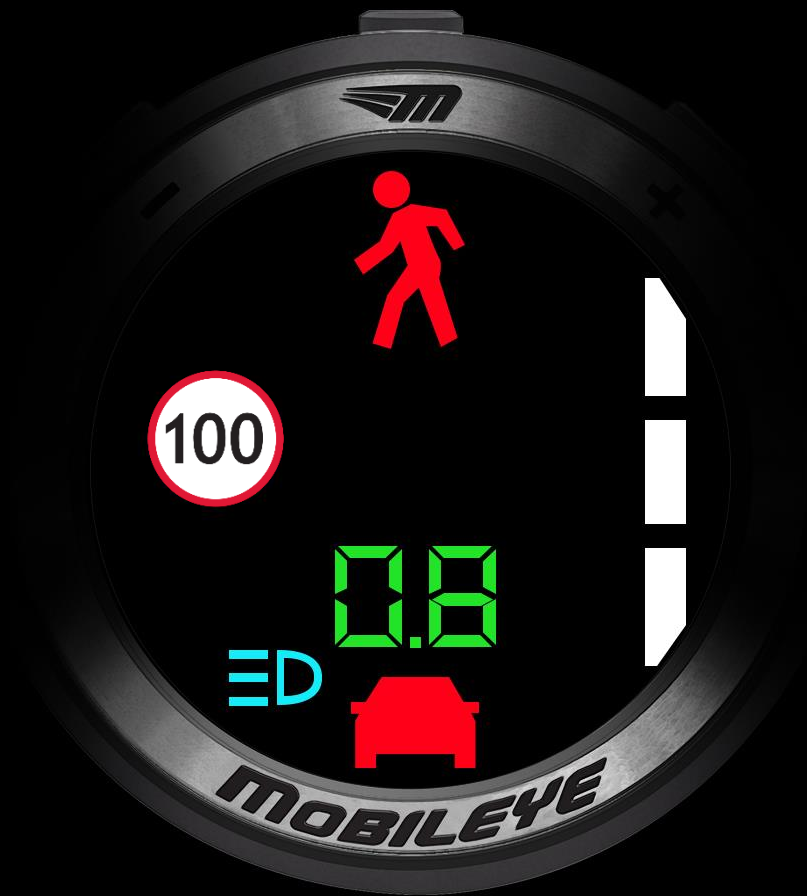
Mobileye ADAS Technology

Mobileye (c) 2005



Mobileye Pedestrian Detection Technology





Driver warnings



Mobileye Forward
Collision Warning



Mobileye Lane Departure
Warning



Mobileye Pedestrian
Collision Warning



Mobileye Headway
Monitoring and Warning



Mobileye Intelligent High-
Beam Control



Mobileye Traffic Sign
Recognition/Speed Limit
Indication

FORWARD COLLISION WARNING (FCW)

- Alerts the driver of an upcoming rear-end collision.
- Gives an alert at least 2.5 seconds before expected collision.



LANE DEPARTURE WARNING (LDW)

- Produces a Lane Departure Warning when it detects an unintended deviation of the vehicle towards the lane boundary/marking.

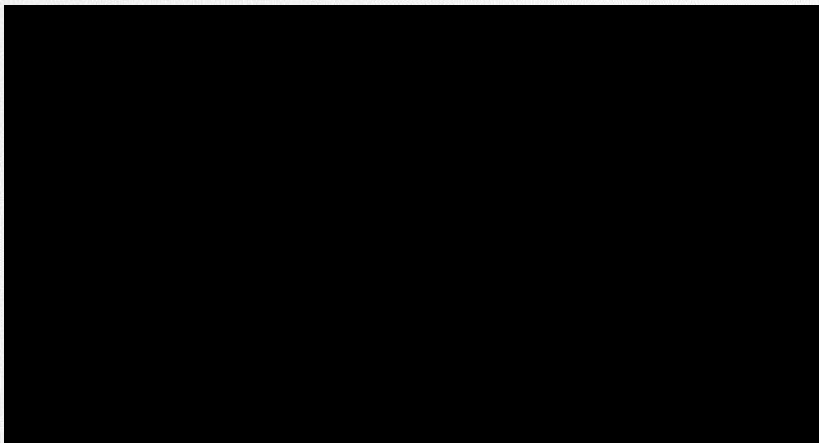


HEADWAY MONITORING WARNING (HMW)

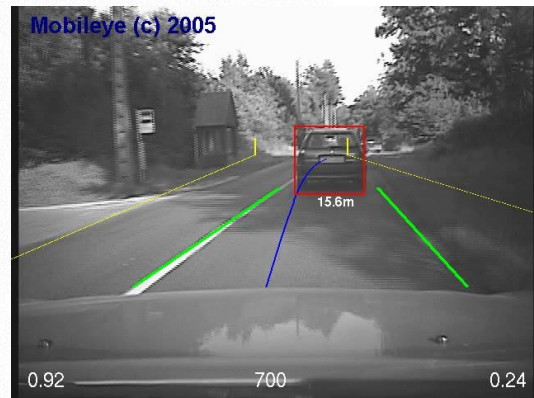
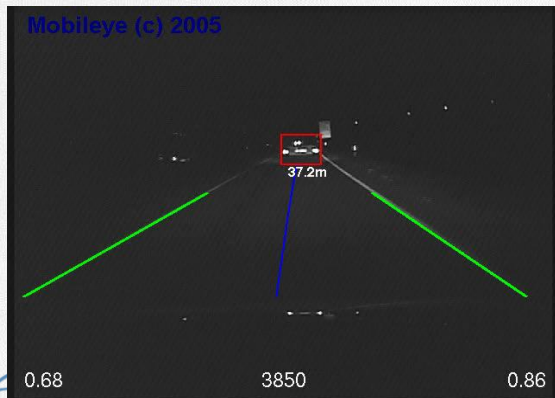
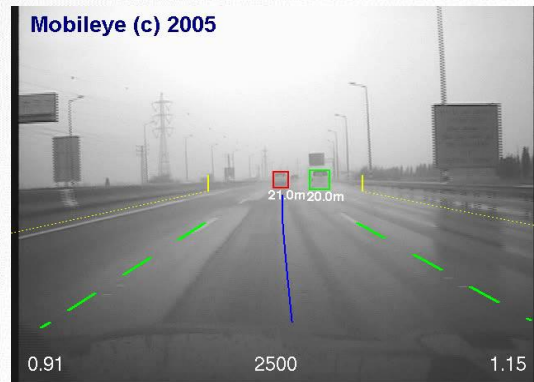
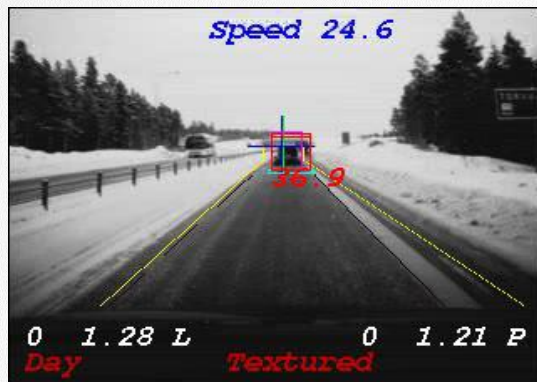
- Helps the driver keep a safe distance from the vehicle in front.
- minimizes unnecessary usage of brake and accelerate operation.
- Affects CONSTANTLY



PEDESTRIAN / MOTORCYCLE / BICYCLE DETECTION AND SUFFICIENT WARNING



PERFECT NIGHT & HARSH CONDITION OPERATION



REAL LIFE EXAMPLE





Real life example



Our Solution is widely embraced

- Install your whole fleet
- Save lives and prevents human injury
- Promote safer driving habits
- Reduce Total Cost of Ownership
- Get quick Return on Investment
- Integrate with FMS
- Show Corporate Social Responsibility





Our Vision. Your Safety™



Insurance



STATE OF ISRAEL
MINISTRY OF FINANCE

Independent Actuary Study

Insurance commissioner at Israeli Ministry of Finance has done a research regarding the effectiveness of Mobileye's collision avoidance systems (FCW & LDW) and to what extent the Mobileye system reduces claims in which there was bodily injury.

The claim frequency of vehicles using Mobileye was **45%** less than vehicles that did not use Mobileye.

* After eliminating actuaries factors

	Exposure policy 2009-2012	Number of Claims	Claims Frequency
Vehicles without Mobileye system	7,737,679	186,688	2.41%
Vehicles with Mobileye system	6,190	63	1.02%
			-57%



Clal Insurance Company

An inquiry conducted by the chief actuary of one of the leading Israeli insurance company "Clal Insurance Company",

found a 45% reduction in claims frequency among young drivers that had the Mobileye system installed in their vehicles.

Due to these findings "Clal" now requires all young drivers to equip their vehicles with Mobileye.



To: Isaac Utman, CEO
Mobileye

RE: Mobileye system – Actuarial information from Clal Insurance Pilot

Dear Sir,

We hereby confirm that Clal Insurance Company Ltd has conducted a pilot with Mobileye to examine the benefits of using the Mobileye system for collision prevention. The pilot has been conducted for over 10 months and contained more than 400 vehicles, Casco insured (property cover), operated by young drivers.

The result of the pilot was a reduction of 45% in claims frequency which is statistically significant.

Based on the above results, Clal Insurance Co. Ltd is considering turning this pilot to a long-term project. In the future, Clal is considering the adoption of a collision prevention system as a risk factor for all its insured customers. Furthermore, it should be noted that the Israeli Commissioner is considering the addition of a "safety system parameter" indicator as a rating factor in compulsory Motor Bodily Injured (MBI) policies starting 2014.

Note that the foregoing does not constitute a representation or a recommendation to use a collision prevention system as a risk factor to determine premium rates of any kind for any type of insured. In addition, Clal should not be held liable if an insurance company will use the pilot results to determine premium rates.

Naama Hashmonai, F.I.L.A.A.
Senior Vice President
Chief P&C Actuary
Clal Insurance Company Ltd.

Clal Insurance House
4B Menachem Begin P.

100% www.clal.co.il



Generail Group

One of Europe's largest insurance providers have established a partnership with Mobileye in order to reduce the number of collisions. Car owners who already have, or choose to install Mobileye in their vehicles,

will receive a 30% discount on third-party insurance, theft and collision insurance.



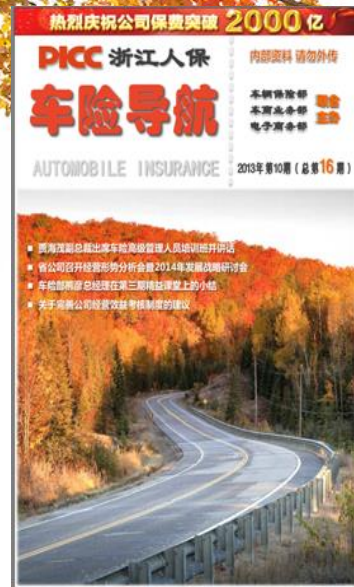


People Insurance Company of China

The biggest insurance company in China, conducted a pilot test with Mobileye. According to their calculations,

the use of Mobileye reduces collisions by at least 30%

and results in at least 3% gasoline savings. Based on this research, PICC will give a discount to clients installing Mobileye.





In 2014, **40,000**

Mobileye systems were installed in Israel.

	Were saved from Light Injuries	Were saved from Serious Injuries	Were saved from Deaths
Drivers with the system installed	422	22	6

450 families' lives were NOT changed!!!

In 2014, **40,000**

**Mobileye systems were installed in Israel.
What would have happened if not ?**



Light Injuries

Serious Injuries

Deaths

Out of 40,000 cars
without Mobileye
systems

939

49

13

Casualties: 1001 persons



Our Vision. Your Safety™



STATE OF ISRAEL
MINISTRY OF FINANCE

a reform mandating a compulsory insurance discount
for vehicles equipped with **LDW** and **FCW** safety features



Lane Departure Warning



Forward Collision Warning



UBI – Usage Based Insurance

WISE RISK MANAGEMENT FOR INSURANCE

.1

As You Drive

New Differential implementation which are based on new trips breakdowns such as: Daily, Weekly or Monthly Accumulated KM;
Trips distribution between Day or Night, Week days and More



\$\$



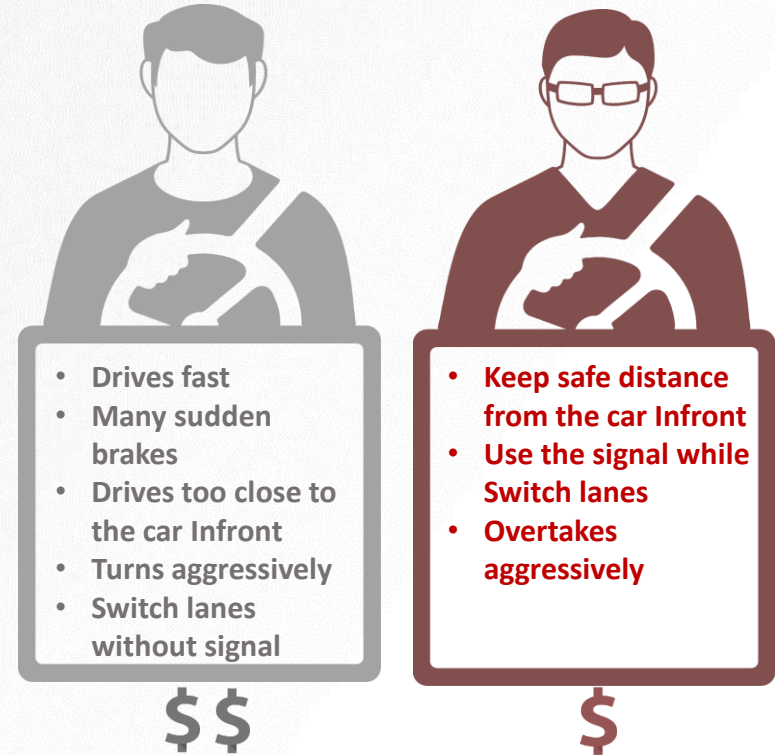
\$

WISE RISK MANAGEMENT FOR INSURANCE

.2

How You Drive

Quality, Detailed and Segmented information for each driver and vehicle according to different categories:
Driving Speed, Speed Exceptions, Dangerous/Aggressive Turns, Accelerations, Breaks, Sudden Breaks, Lane Departures, speed Bumpers

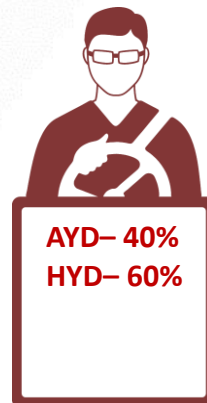
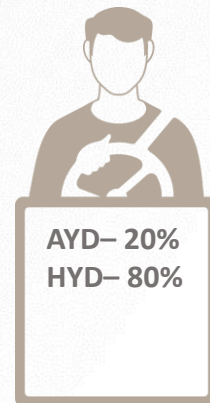
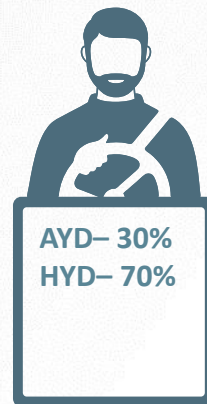
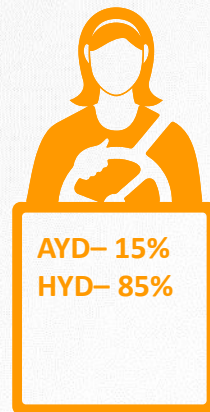


WISE RISK MANAGEMENT FOR INSURANCE

.3

Individual but Flexible

Weighted “Safety Score” for each driver
Configurable – can be managed and adjusted over time by the Company Risk managers



WISE RISK MANAGEMENT FOR INSURANCE

.4

Smart Insurance Policies

The Platform enables KM based Insurance as well as according to the risk level of the driver.

The Company can offer Insurance Premium discount to different drivers segments: Young drivers, safe drivers, Retiree drivers and professional drivers.



38 years old,
Lecturer on
the University



27 years old,
Uber Driver
(on demand
taxi services)



18 years old,
high school
student



52 years old,
Professional
driver –
Walmart



ITURAN
LOCATION BASED SMART SERVICES



Leading Israeli UBI supplier

ITURANSAFETY is the only device that meets the stringent requirements of the Israeli Standards Institute



Our Vision. Your Safety™



- 300,000 vehicles in the UK
- Performed several pilots
- Decided to purchase Mobileye for their “expensive” fleets
- Other fleets get a discount for self purchase of Mobileye
- Same project is undergoing with a world reinsurer (under NDA...)

Munich RE

- Reinsurer who will use Mobileye for Smart city projects
- The main solution to be used – the Mobileye SHIELD PLUS
- Similar project is undergoing with another world reinsurer (under NDA...)



Our Vision. Your Safety™



Governments

European Regulation for Lane Departure Warning

EU Regulation No. 351/2012 specifies the technical requirements and test procedures for **Lane Departure Warning Systems** (LDWS) that detect unintentional drift of the vehicle out of its travel lane and warn the driver by a combination of optical, acoustic or haptic signals.

The Regulation specifies requirements on the system operation, specifies test procedures to confirm the performance of the system and includes examples of the lanes markings that the system must be able to detect.



Israeli Minister of Transport,
Yisrael Katz, has called on the Israeli
Government to investigate the
feasibility of mandating ADAS
systems for all existing vehicles on
the roads in Israel, based on the
positive results on the Israeli
Regulation providing a tax credit
based on the safety level of all
imported vehicles.

תוכנית: הנוחה באגרת הרישוי למי שיתקין אביזרי בטיחות

בראיון למוסף הרכב שיצורף מחר ל"יריעות אחרונות" מגלה שר התחבורה שתיתכן הוזלה של 30% ומתייחס לעלייה במספר ההרוגים בתאונות



הר ככל הנס 65 מיליון שקל לאגף התנועה במשרד. אני בעד שהמספר יעמוד ישרדות מוסריר האוצר לפי הפרטים שהמשרד הגבה בעצמה את אגף התנועה שלה. ככלל, גם כן שמרד התנועה אינו מנהל את הרישות, ויכול להיות שביד להפשיח אותה חוקא לטסיר לביטוח הפנים ולשטירה. אני לא אימפריור, חתשי טרה הוא הגוף הבן מתאם להו". הראיון הכול - שור מוסריר הרבס של "יריעות אחרונות".

בבסיס 33 האוסס לקוח, בבסיס 38 לבית ישיש לאשקלון, בבסיס 38 לבית ישיש ובבסיס 38 לבית ישיש. כנסו חנ' מוחיות איז שיפות לשעשים חן אפילו מויריות מרביחיות".



העל סטייה מנהיב, ביתו להחזיק עוד באיץ לפני שיה עולות לבבסיס ולקטל את חומטת, שטנסה איז עליות חתני רבת, בעיקר מובילאיי החיזאקס. ביתו להחזיק את המערכת גם כד בבסיס מוטטסיס, איז או עליות גבוהה כדורס, 3,000 עד 4,000 שקל. כעת מנסה המרנה למסכר את הרכישות, לורירי כן, "מורכב בחטסה כסוד סאות שקלים בשנה חטססו שי" לך ריטכני לאלופס. כסיס מוחת האנות יס לא רק מוחת מניעה בנסס, אלא מוחת יסי אשטוי, מוחת הפסד של יסי עבודה וגוקיס לרכב. מתקנסם בקכו שתאונות עולות למסס 16 מילאריר שקל בשנה, עיי ודו המערכת האלה הוא כלכלי". חוה של רשות הבטיחות הפרולית באריה, ה"אוסס", שסיסס מוריש עמעה קכס כי מערכת התנועה בנס האנות יכולות להפחית מסס 30% ההרוגים והמופעים מתאונות ורכיס כ"א".

מאת אורי עציין

"אנחנו מוחים מתן הטה באי גרית הרישוי לטכניקות מסיי בשות שעלו לכביש ללא מטרות חתווע, למסל על סטייה מטרס האישיות מוחת, אם בעליות יד' קינו אוחז בעק", גילה שר התחבר רה ישראל כן, טראיון למוסף הרכב של "יריעות אחרונות" שיצורף מחר לציתו.

השר הוסק: "הגבוהי מתן הטה שטנסס כות לרוח עם האוצר על מנת הטה של 30% באגרת הרישוי השר בשת".

כיום כעניקה המרנה עד 2,350 שקל הטה מסס הקניית לטכניקות חישות לפי אכרייז הבטיחות השר הקנים כזה חלק מהמערכת, חכר ריעות על אישיות מוחת מלססם

שר התחבורה ישראל כץ (ימין) עומד על





**STATE OF ISRAEL
MINISTRY OF TRANSPORT
AND ROAD SAFETY**

Israel's Ministry of Transport issued a mandate requiring

**ALL VEHICLES WEIGHING 3.5 TONS OR MORE
TO INSTALL COLLISION AVOIDANCE SYSTEMS**

this mandate impacts vehicle models from 2012
and on and goes into effect November 1st 2016.





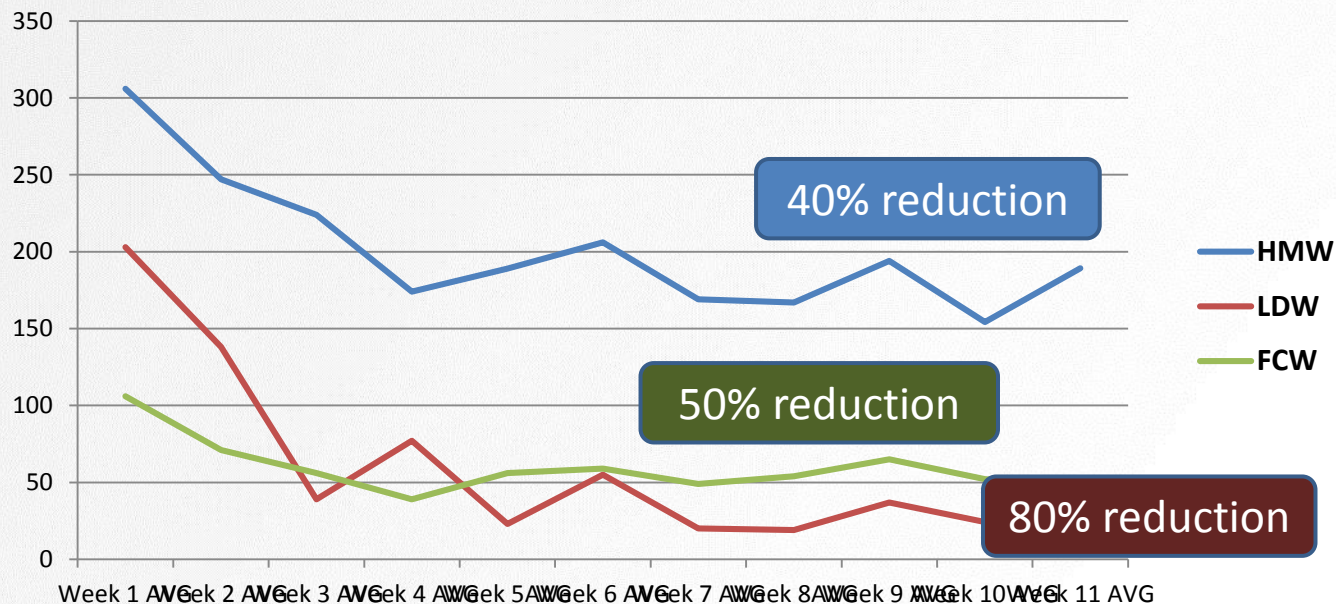
Our Vision. Your Safety™



Fleets

PILOTS – A STRONG VALIDATION TOOL

RESULTS – ENDED IN FULL PURCHASE DECISION





PILOTS – A STRONG VALIDATION TOOL

RESULTS – ENDED IN FULL PURCHASE DECISION

- Largest refrigerated trucking company in the US (4500 heavy hauling trucks), used to transport refrigerated goods throughout the United States.
- A pilot was conducted with 1,000 trucks, and resulted in a 37% reduction in accidents and accident related costs.
- Implementation began during 2010. Today: 100% of the fleet's trucks are equipped with Mobileye systems.
- Mobileye was integrated with CRE's existing FMS, and by that, added value to CRE's existing solution.

Internal calculations From a client

The potential to lower cost by
~ 15 EUR/car/month

equals to

3,500,000 EUR cost savings per year
on a fleet level**
19,000 functional cars**

	GPS	Mobileye
Investment (cost of rental/month/car)	10-20 €	8-10 €
Potential saving/month/car	15-25 €	15-20 €
Net savings by month car	~5 €	~10 €
Source of savings	Lower fuel bill (10-15 €) Less private mileage (5 €)	Lower fuel bill on top of GPS improvement (~5 €) Less crash cost (10-15 €)
Not quantified user for calculation	Improvement on work time utilization, improved customer service	Cost of injuries, fatalities

Fuel Savings

Coca-Cola

12% average savings Toyota Aygo
and similar passenger vehicles

Nestlé

Passenger Vehicles 8% average savings

Commercial Vehicles 4%

Almost 40 Euro fuel cost savings per vehicle per month!

amdocs

company cars 5.5% fuel reduction

Johnson & Johnson

passenger cars, 15%
reduction in fuel expenditure



Academic Validation 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

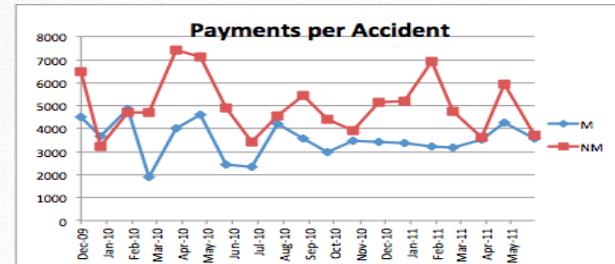


**No Collisions
(11-13 Expected)**

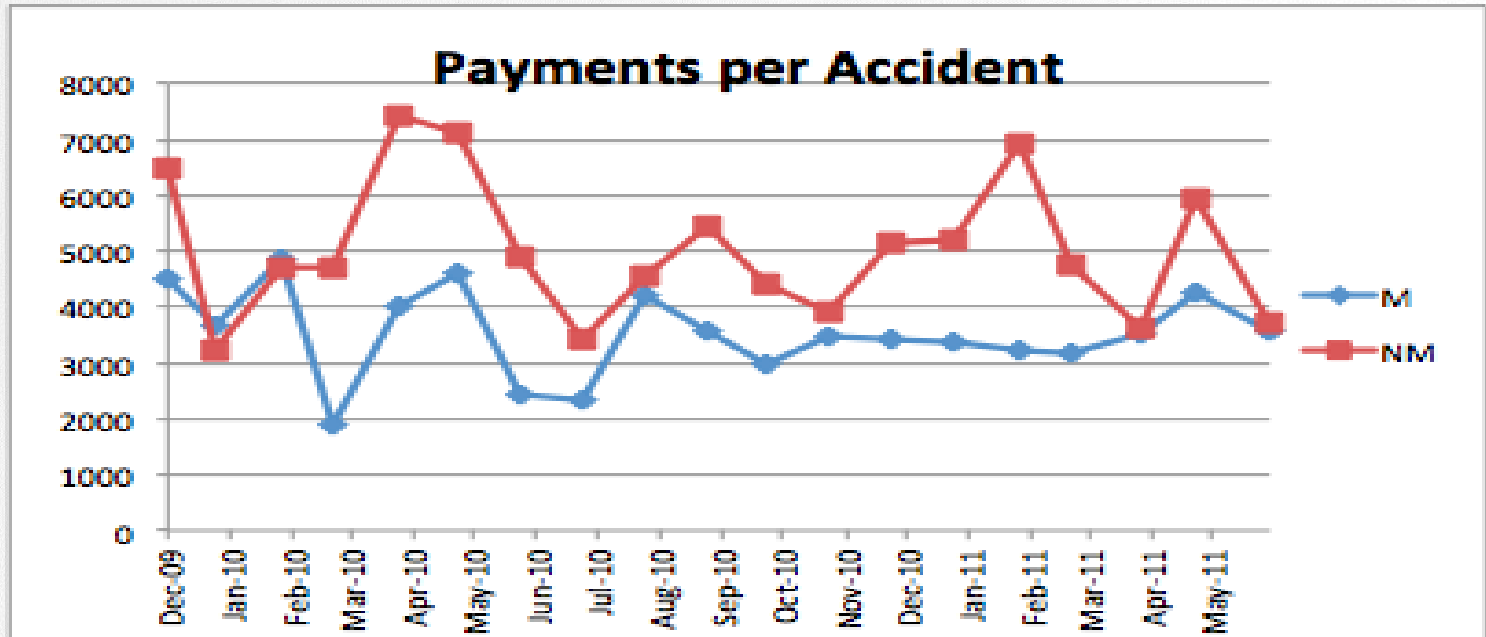
**5 Collisions
(4-5 Expected)**

Actuarial Research on Mobileye

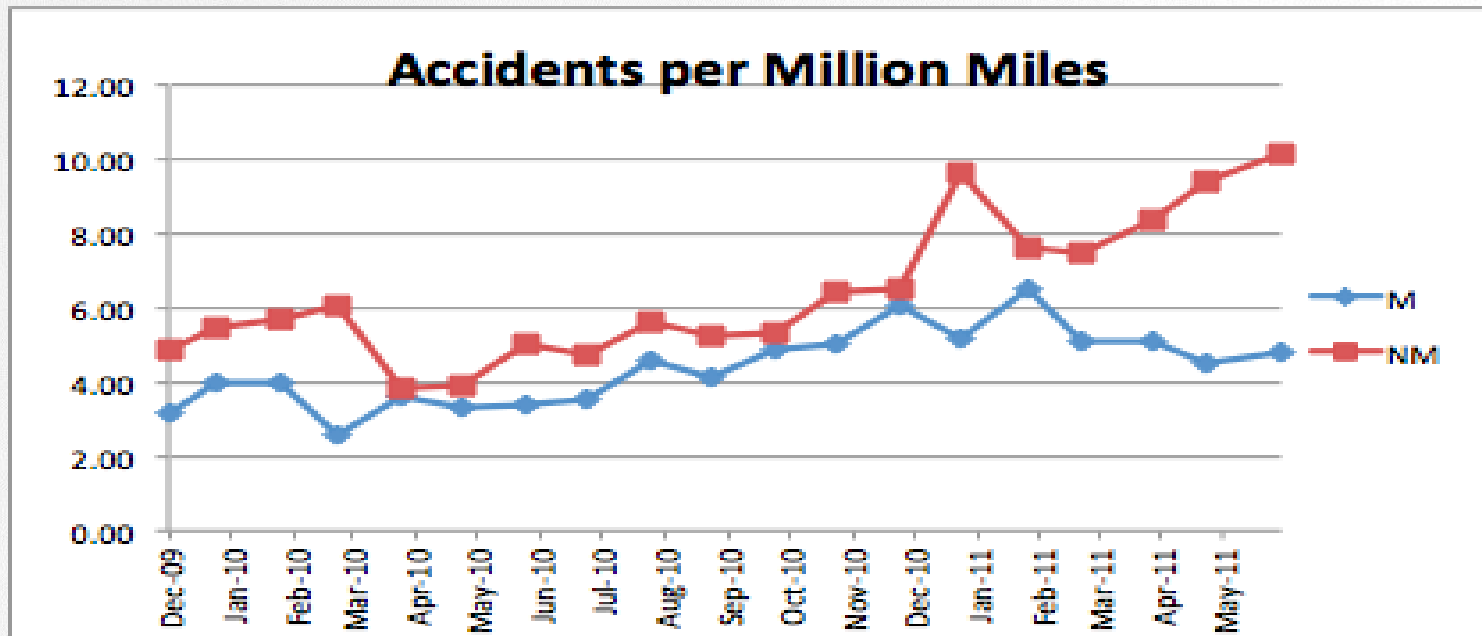
- Actuarial Report conducted by the University of Illinois, Chicago.
- 5000 Trucks, driving for 19 months.
- 1,000,000,000 Miles (!)



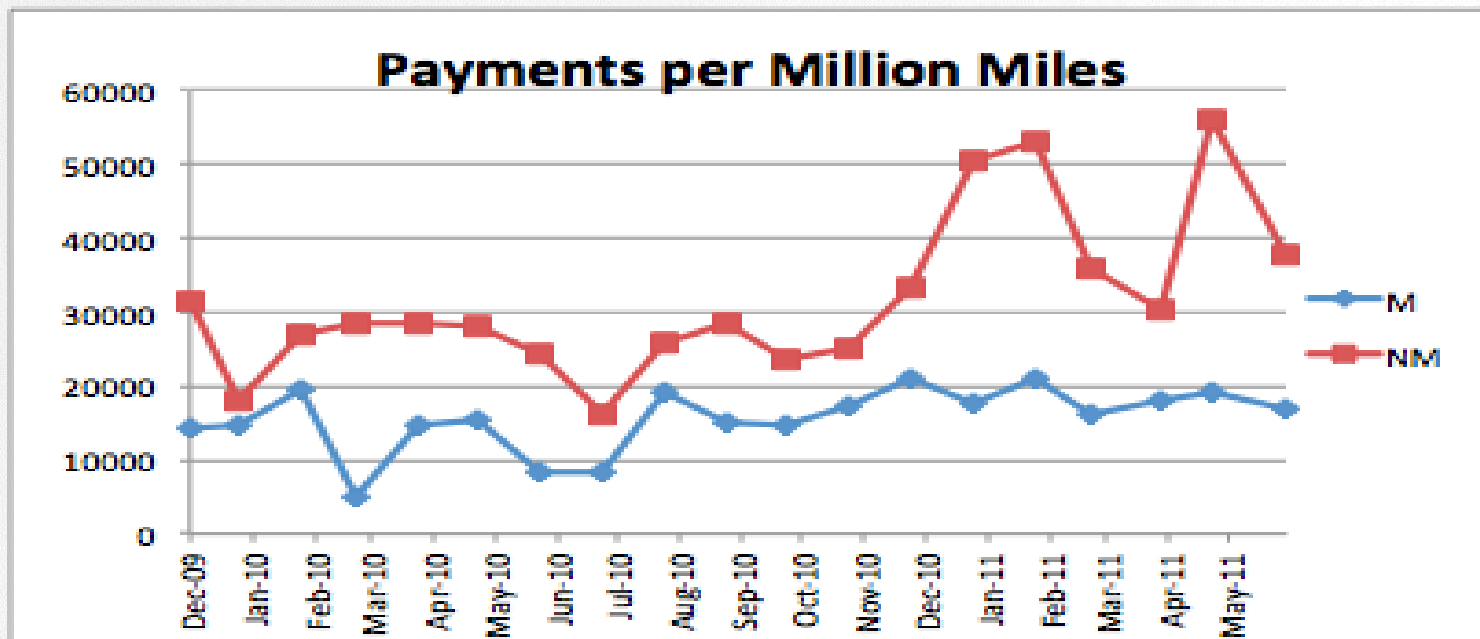
Minor accident cost with Mobileye



Less accidents with Mobileye



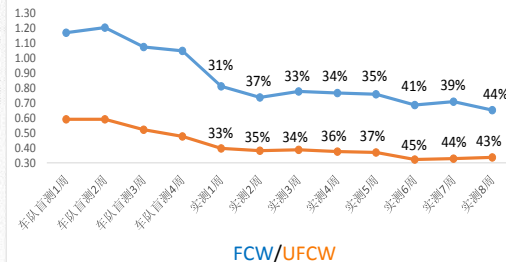
Better TCO with Mobileye



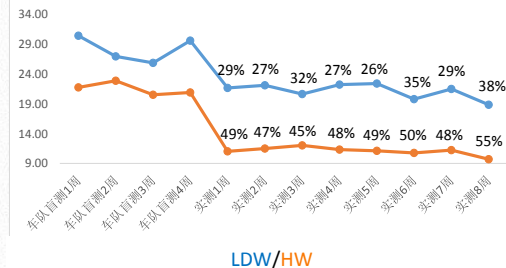
RIOH trial summary (www.rioh.cn)

- RIOH - China Ministry of Transport research institute of highway conducted a trial during 2015-2016
- 300 units of Mobileye were installed in 6 fleets of Buses & trucks in 5 cities during June-August, 2015.
- A “Blind” test was done from Sept-Oct 2015
- An “Active” test from October till Feb 29, 2016
- Average 200-300KM/day; total 15,000,000KM;

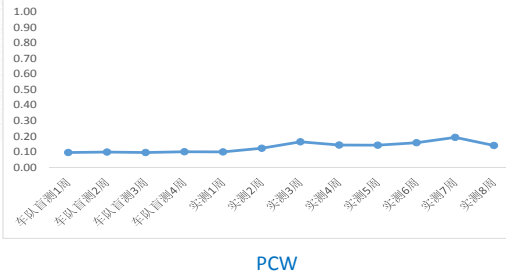
车队防前碰撞&低速碰撞走势图



车队车道偏离&车距监控走势图



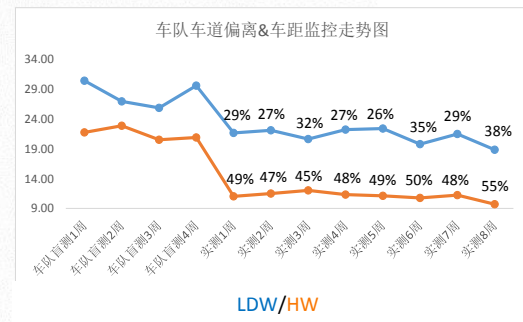
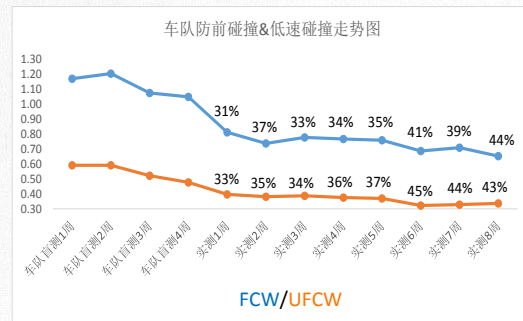
行人碰撞



RIOH trial summary (www.rioh.cn)

Results

- FCW alerts decreased 31-44% compared to blind test average number 1-1.2/100KM.
- UFCW decreased 33-45% compared to blind test average number 0.4-0.6/100KM.
- LDW decreased 27-38% compared to blind test average number 25-30 /100KM
- HW decreased 45-55% compared to blind test average number 20-35/100KM.



RIOH trial summary (www.rioh.cn)

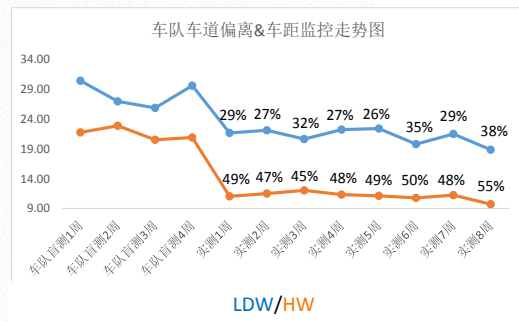
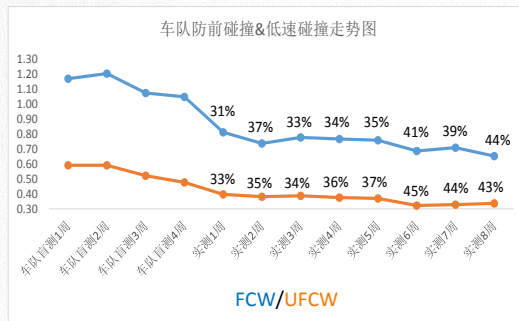
Hengtong fleet results - 100 trucks.

Before the test -

- collision rate - 4 /1,000,000KM, (self caused)
- death rate - 0.5/1,000,000KM,
- injury rate - 2.5/1,000,000M.

During the test

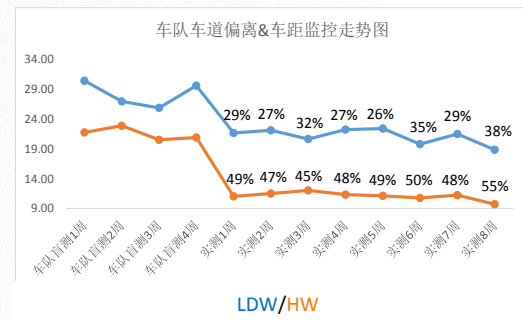
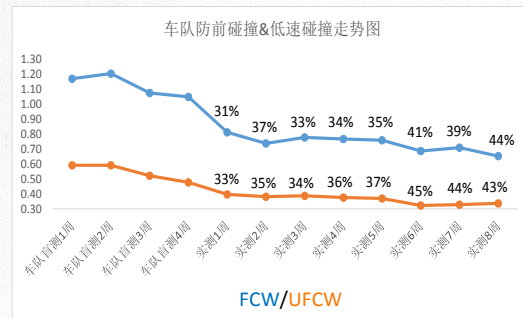
- no collisions at all during the trial!



RIOH trial summary (www.rioh.cn)

Hengtong fleet results - 100 trucks.

- Before trial, 15% of drivers lost all “penalty points” per year, because of bad driving behavior;
- in the trialed 100 units, only 2% = 2 drivers lost 12 points (83% improvement).



2016 roll-outs

UK - Euro car parts

After the pilot period, they confirmed the opportunity to **equip all their fleet.**

The full roll out of **1,800-2,000 vehicles will cover all England fleet**



At the end of the Pilot, they decided to **install 12,500+ units (5,700 in 2016) all over Europe**



Roll-out started in **east of Europe**

Romania, Poland, Slovakia and Hungary





*Piloting Mobileye, Coca-Cola showed significant improvement in driving patterns, fuel economy and recorded **ZERO COLLISIONS** throughout the pilot period.*

Over the last 3 years Coca Cola Hellenic installed another 19,000+ units in their fleet across 28 countries

Yearly cost saving due to fuel reduction and accident reduction estimated at 3.5 million \$



Euro Car Parts

**Full 2400 vehicle Rollout in the UK
Starting Q1 2016**





IN TIME Express Logistic Quality Manager said,

"We have done more than 1.5 million km's with only one accident .We got a 5% discount on insurance for every vehicle that is equipped with Mobileye and decreased maintenance costs for brake pads."

Over the next 3 years Coca Cola Hellenic will install another 15,000+ units in their fleet across 28 countries





GE Capital

a fleet management leader, decided to make Mobileye collision avoidance systems accessible to its truck fleet customers.

"GE understands that fleet managers are focused on both safety and their bottom line,"

said Brad Hoffelt, Senior Vice President and General Manager of Products and Services at GE Capital Fleet Services.

"Enabling our customers to use Mobileye will help them keep collision-related costs down while building and maintaining safe driving habits."



Johnson & Johnson

*“ In the first three months of the trial’ J&J has seen its
fuel economy improve from 74% to 85%
against the benchmark. We’ve also improved the
safety of participants driving from 67% to 81%
based on where they were at the start of the year”*





C.R.England
GLOBAL TRANSPORTATION

the largest refrigerated trucking company in the US has
achieved a 37% reduction in crash costs
per mile traveled by installing Mobileye in its entire fleet.

“Mobileye was able to supply us with essential driving assistance features in a single package that will protect our vehicles, the traveling public, and the valuable cargo we carry every day”





Minera Escondida, the largest single copper producer in the world has equipped its fleet of 3,000 vehicles with Mobileye units. Minera Escondida has seen a

35% reduction in crash costs

and now insists that all its suppliers equip their entire fleet with Mobileye system.





The largest public transport company in Columbia, South America, carrying over 1.7 million passengers daily, has equipped their entire fleet of buses with Mobileye and

reduced their number of collisions by 33%.





MOBILEYE SHIELD +

Cyclist and Pedestrian Protection



MOBILEYE®

Our Vision. Your Safety™



World Trend - Urbanization



Not every pedestrian is SO LUCKY...



Why?

Truck and Bus blind spots are bigger than you think!



Our Multi Camera solution



securing
Pedestrians & Cyclists
from heavy good vehicles
inside cities

Danger of Large Vehicles



Worldwide, a pedestrian killed every 2 hours and injured every 8 minutes.



Large vehicles account for 4% of US vehicle fleet, yet are responsible for 7% of pedestrian and 11% of cyclist fatalities.



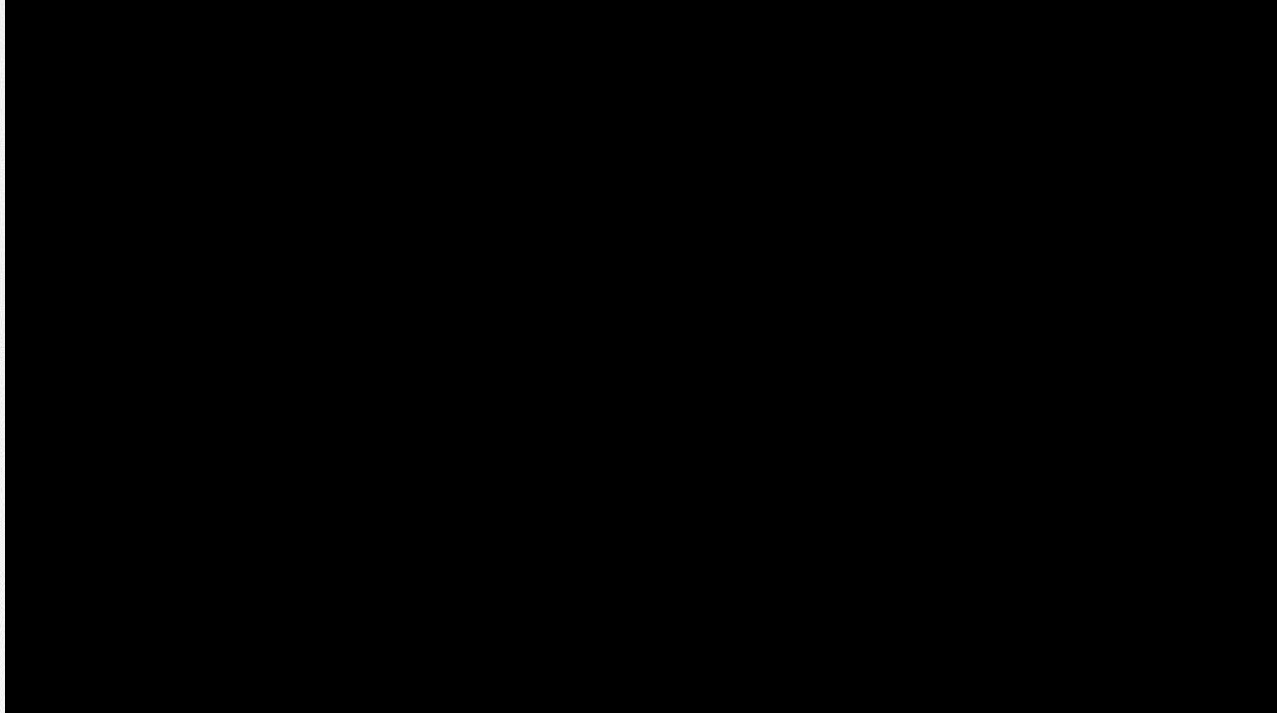
73% of all pedestrian and 69% of cyclist fatalities occurred in urban areas.



One pedestrian is killed each week by a transit bus in the U.S.



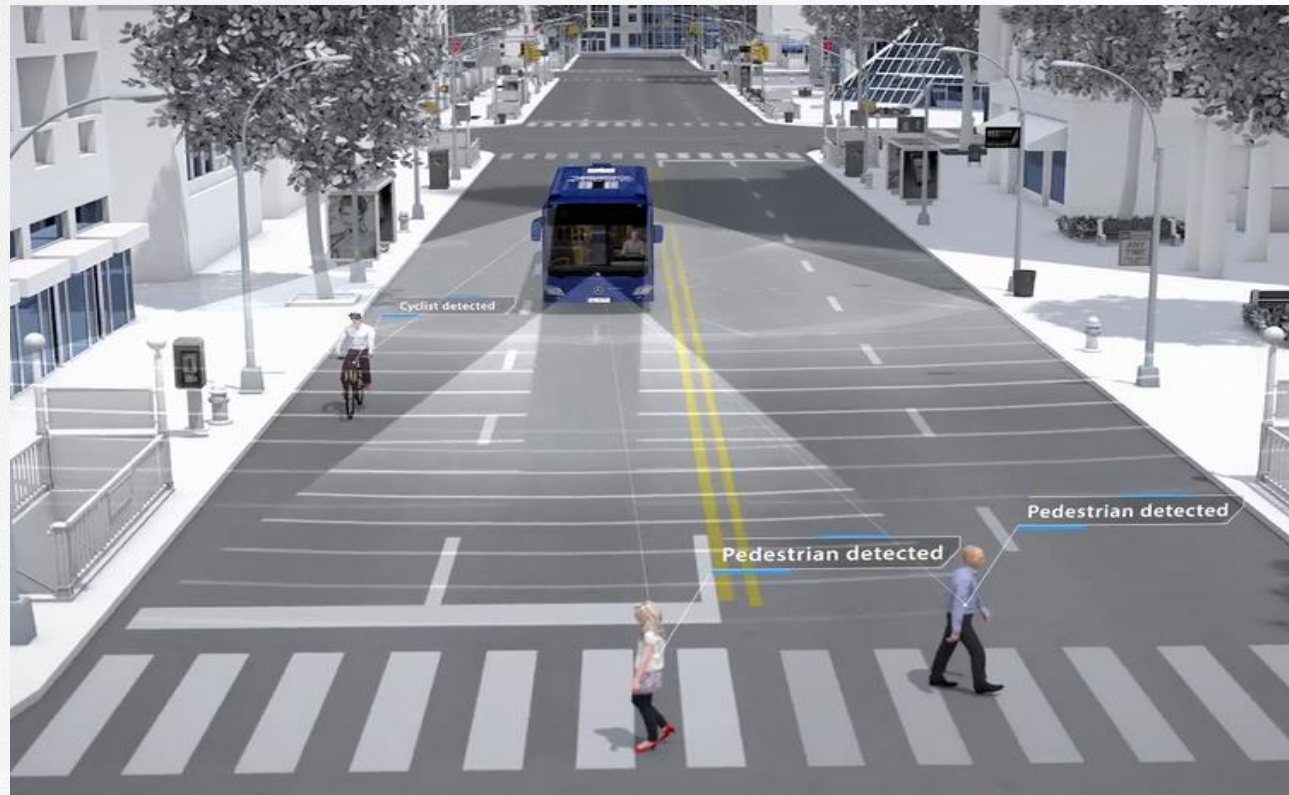
The answer - Mobileye Shield+



Mobileye Shield +



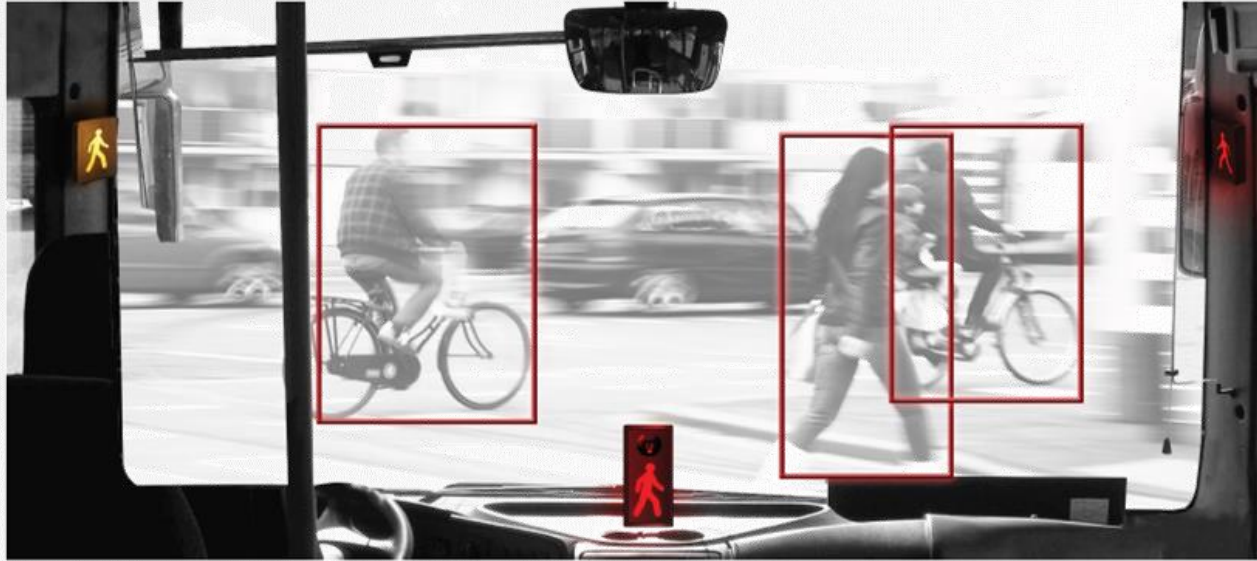
Artificial Vision Technology



Smart Angle Detection



Delivery of Warnings



PEDESTRIAN ONCOMING LEFT



CYCLIST ONCOMING LEFT



Shield+ Even for Trams



Real life example



Mobileye Shield+ Wins London Transport Award

"No fewer than 15 potentially serious collisions with vulnerable road users were avoided, and driver behaviour improved by 20%, resulting in fuel savings worth £1,000 per vehicle per year,"

Ealing Councillor Bassam Mahfouz



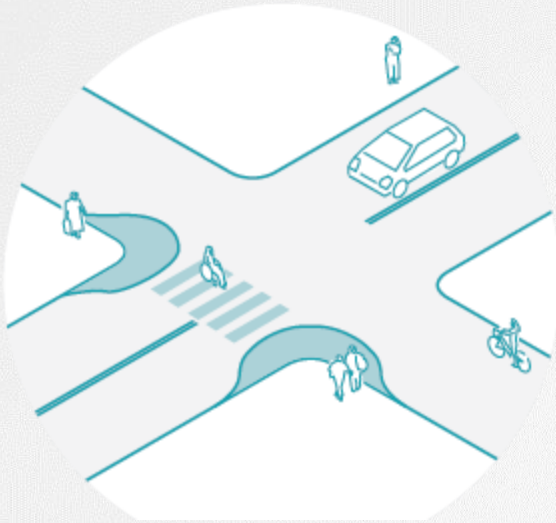


Our Vision. Your Safety™

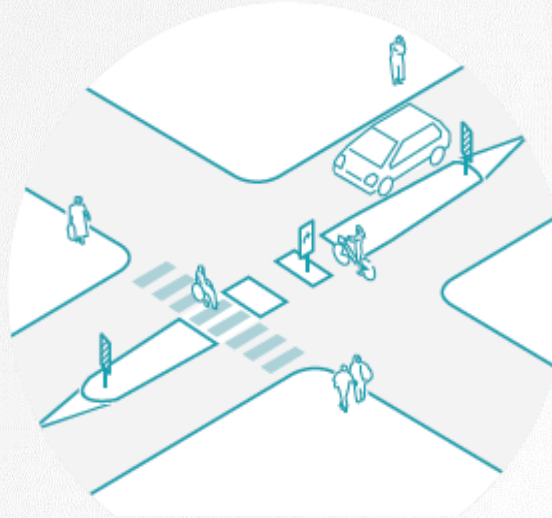


Municipal insight

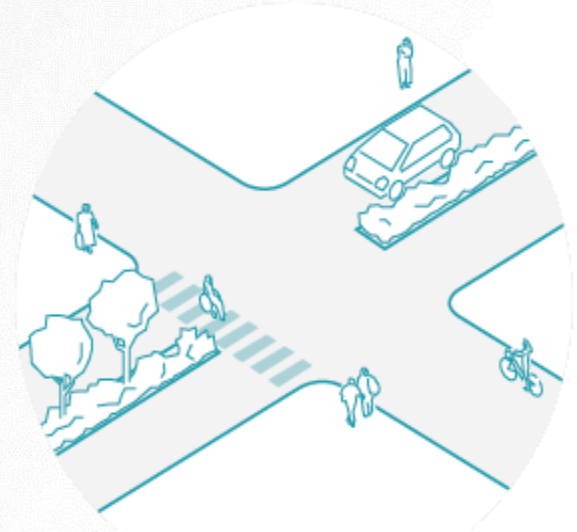
We know how to make intersections safer



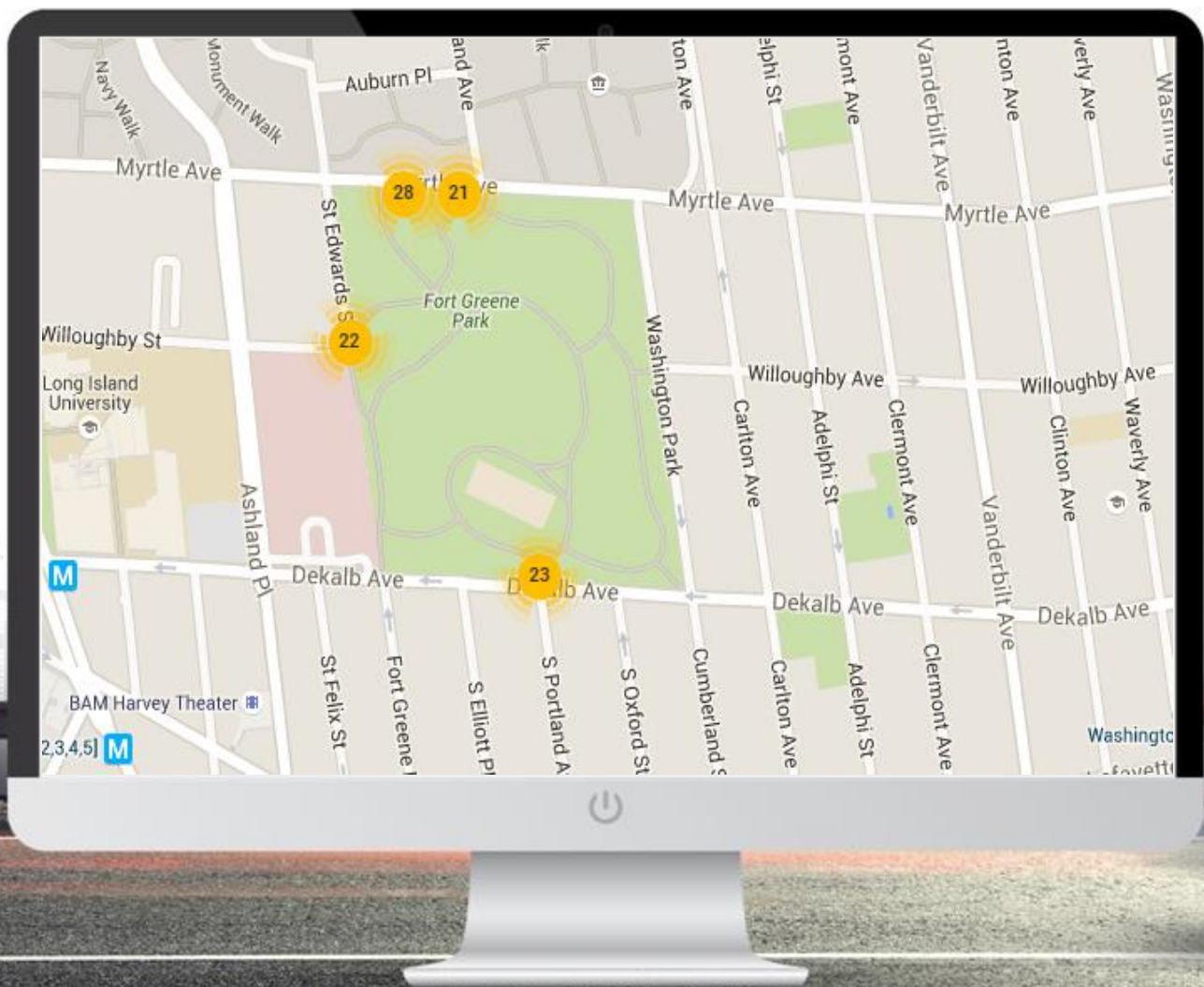
Curb Extensions



Medians & Cyclist
Cut-Throughs



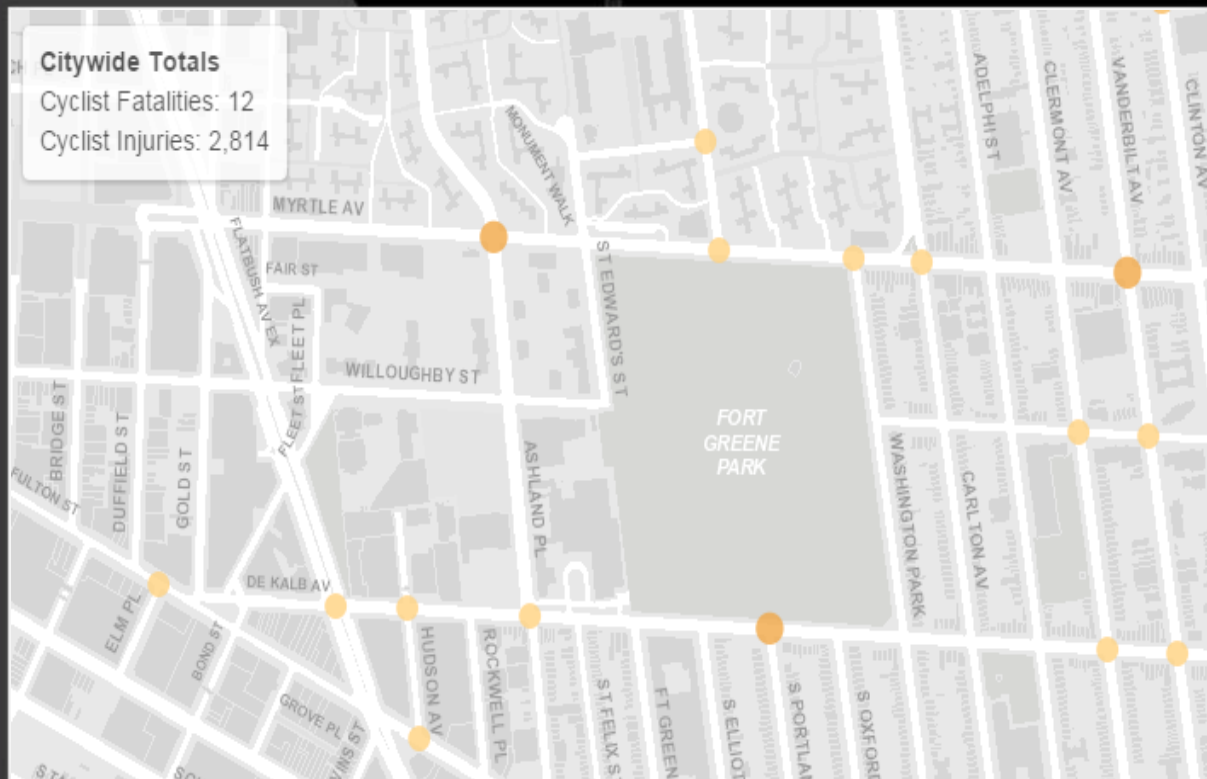
Landscape Islands



Citywide Totals

Cyclist Fatalities: 12

Cyclist Injuries: 2,814









Ituran

Internal Menu



STATUSES



RULES



COMMANDS



NEARBY VEHICLES



ALERTS



REPORTS



MOBILEYE



SAFETY



DIAGNOSTICS



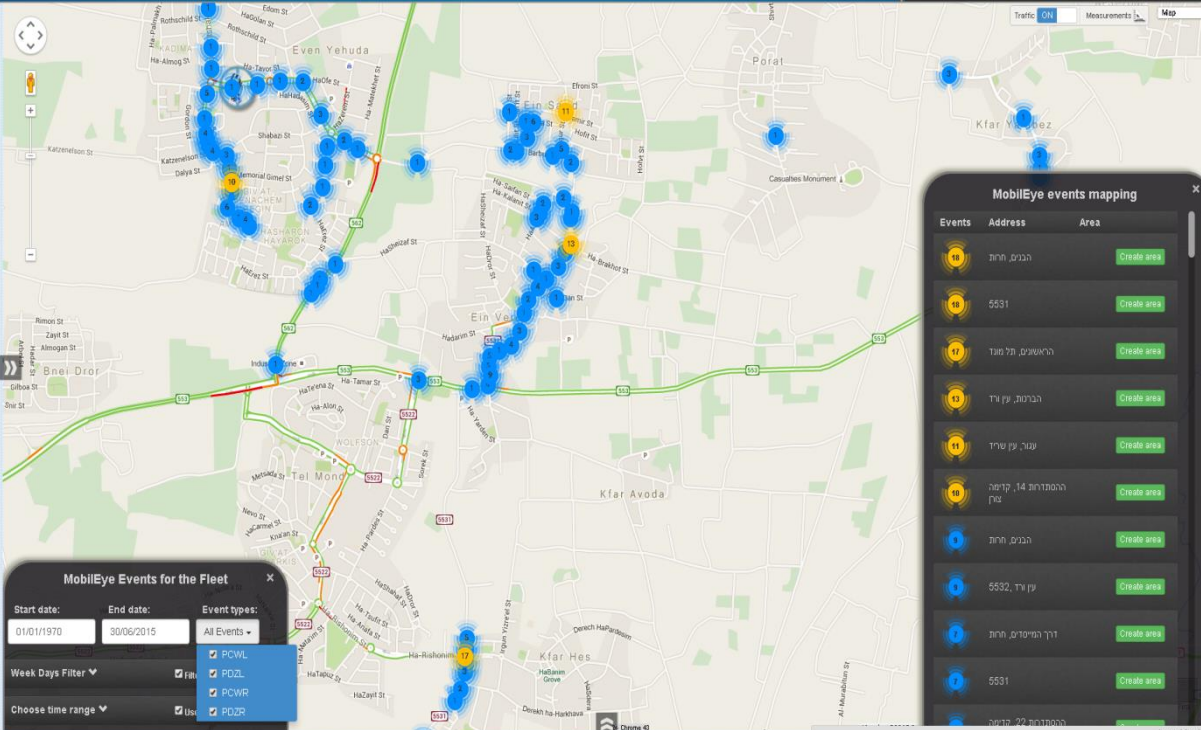
BI

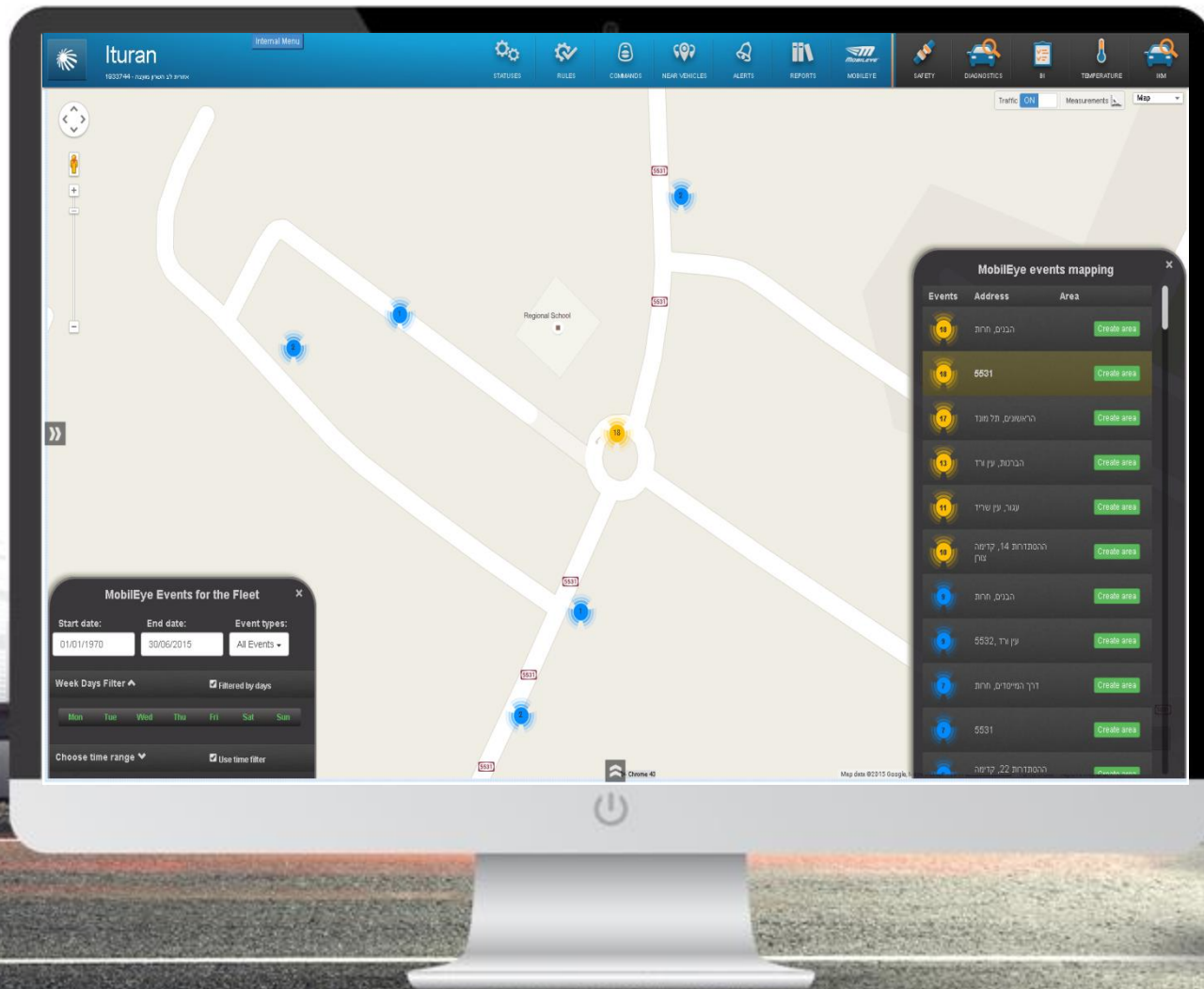


TEMPERATURE



SIM







Summery Mobileye Fleet Benefits

Prevents and mitigates collisions.

Significantly improves driving habits.

Quick Return On Investment

Enhances social and corporate responsibility.

Reduces fuel consumption.

Provides a powerful tool for driver monitoring and evaluation.

Effective risk management tool.



Growing Public Acceptance and Awareness



Hyundai California Proving Ground, Mojave Desert



Thank You.
Please Drive Safely.