



# Greater Than

Press release

## **Garmin joins the FIA Smart Driving Challenge to promote safe and environmentally friendly driving**

**Stockholm, 14 December 2021: The FIA Smart Driving Challenge (FIA SDC), an initiative from Swedish insurtech Greater Than and the Fédération Internationale de l'Automobile (FIA), promoting safe and eco-friendly driving, announces a strategic collaboration with world leading GPS navigation technology company Garmin®, which will be joining the challenge as the Global Official Timing Partner.**

The FIA SDC aims to raise awareness about the impact you have when driving and how you can save lives and our planet by making small changes in the way you drive. The technology, provided by Greater Than, measures every drive in real-time and gives participants a score based on how safe and eco-friendly they drive. It is a tangible measure of their impact and a way to rally motorists around the world to make driving more sustainable.

Starting today and continuing in 2022, the collaboration will rely on a joint effort to increase awareness on safe and sustainable driving, while at the same time helping everyday drivers lower their environmental impact.

“Garmin creates smart products with personal health and the outdoors in focus. Just like us at Greater Than, Garmin provides its customers with the latest technology and inspires people to be their best selves. That’s what the FIA SDC is all about as well. We have an amazing opportunity to build a global community with passionate drivers and change the world for the better,” says Johanna Forseke, CEO at Greater Than Svenska AB, a subsidiary of Greater Than.

Through this innovative global challenge, the participants can learn to lower their CO<sub>2</sub>-impact. Today, participants from five continents and over 70 countries are participating in the FIA SDC with one goal: winning the title of “World’s Smartest Driver.”

“The future is smart, and by collaborating with Garmin in the FIA Smart Driving Challenge we know we can make a big difference. With this strategic relationship we are addressing everyday motorists, encouraging them to adopt safer and more eco-friendly behaviour on the road,” says Onika Miller, FIA Secretary General for Automobile Mobility and Tourism ad interim at the FIA.

Indeed, Garmin sees the collaboration with the FIA SDC as a natural extension for the use of its Garmin Catalyst™ driving performance optimizer; a device that acts as your personal coach on the track and provides actionable post-session analysis to achieve your full track driving potential.

“There is a parallel between the skills needed for a professional driver on the track and a smart driver on the road as to be a smart driver you need to focus, adapt and be able to anticipate what is up ahead when you handle your vehicle,” says Thiemo Weinschenk, head of product management at Garmin. “We want to make everyone a smarter driver, and that’s why this is an important initiative for us.”

“If every Garmin fan connects their smartphone and car to the FIA SDC, committing to drive smarter in their everyday driving, we will have a massive impact on a global scale,” adds Johanna Forseke.

### **Details about the FIA Smart Driving Challenge**

The FIA Smart Driving Challenge (SDC) is a worldwide challenge rewarding smart, safe and eco-friendly driving. The challenge was created by the FIA in collaboration with Greater Than to encourage everyday drivers to adopt smarter, cleaner and safer driving behaviour. The app is free to download and requires only Bluetooth to connect to your car and start driving.

App Store: <https://apps.apple.com/se/app/fia-sdc/id1425748874>

Google Play: <https://play.google.com/store/apps/details?id=eu.leanportal.sdc&gl=SE>

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### **The Fédération Internationale de l'Automobile (FIA)**

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world's leading mobility organisations.

Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 245 Member Organisations from 146 countries on five continents. Its Member Clubs represent over 80 million road users and their families.

The FIA promotes safe, sustainable, and accessible mobility for all road users around the world. Further details can be found at [www.fia.com](http://www.fia.com)

### **Greater Than**

Greater Than is an AI data analytics company that predicts accident probability and CO<sub>2</sub> impact per driver in real-time, revolutionizing auto insurance pricing and new business solutions for the automotive, new mobility and fleet industries.

Our AI has experienced the equivalent of 855,000 man-years of real driving and has to date discovered over 7 billion unique driver DNAs: learning that makes it the most experienced AI driver in the world.

Greater Than is named AI product/service of the year by the Informa Tech Automotive Awards 2021 and is detailed on the global InsurTech100 list 2021. Greater Than AB is the parent company of Greater Than Svenska AB. Greater Than AB is listed on Nasdaq First North Growth Market. Learn more at <http://www.greaterthan.eu/>

## **Garmin**

Engineered on the inside for life on the outside, Garmin products have revolutionized the automotive industry and become essential to the lives of drivers, commuters and motorists of all types. Committed to designing user-friendly portable navigation solutions that provide time- and fuel-saving benefits for daily drivers, Garmin believes every day is an opportunity to innovate and a chance to beat yesterday. For more information, visit Garmin's virtual pressroom at [garmin.com/newsroom](http://garmin.com/newsroom), e-mail: [media.relations@garmin.com](mailto:media.relations@garmin.com), or follow us at [facebook.com/garmin](https://facebook.com/garmin), [twitter.com/garminnews](https://twitter.com/garminnews), [instagram.com/garmin](https://instagram.com/garmin), [youtube.com/garmin](https://youtube.com/garmin) or [linkedin.com/company/garmin](https://linkedin.com/company/garmin)

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