

Press release
Stockholm, July 15, 2025

Greater Than Launches Groundbreaking AI Coach to Redefine Road Safety and Risk Management

- AI Coach is the first AI coaching solution to provide contextualized, behavior-based feedback based on individual driver risk profiles
- Empowers risk managers with automated insights uncovered by AI pattern profiling to strengthen safety interventions, reduce workload and save time
- Available in smartphone apps to provide personalized coaching directly to drivers, optimizing workflows and helping to reduce road crashes

Greater Than, the global provider of risk intelligence into road safety and climate impact, proudly announces the launch of its industry-first AI Coach, a revolutionary solution that equips risk and safety managers with personalized, data-driven feedback for drivers.

Integrated within the recently launched Crash Probability Hub, the AI Coach transforms how crash risks are identified and mitigated by analyzing real-time driving behaviors through AI pattern profiling. It uncovers contributory factors to crash risk and highlights positive driving behaviors, recommending how managers can guide drivers to reduce risk or maintain safe habits.

“While Greater Than has long led the way in AI-powered crash prediction, the AI Coach marks a transformative next step; we’re now digging much deeper into why a crash may occur and utilizing the extensive capabilities of AI to guide managers in reducing risk or recognizing positive behaviors that contribute to safe driving,” said Anders Lindelöf, Co-founder and Chief Technology Officer at Greater Than. “Our AI Coach is designed to meet the evolving needs of the industry by empowering managers to have meaningful conversations that clearly define the behaviors contributing to risk level, tailored to the driver’s individual profile.”

Unlike conventional telematics systems that rely on predefined thresholds or triggered events, Greater Than’s AI is not rule-based; instead, it continuously analyzes GPS driving data through entire trips and uses the company’s unique pattern profiling method trained for over 20 years with real-life driving, claims, and crash data, to evaluate driving patterns, whether risky or safe. This enables it to detect subtle, often-overlooked behaviors that increase crash probability and provide targeted feedback recommendations specifically for each driver.

Key features of the AI Coach:

- Identifies risky and safe driving patterns and behaviors via Greater Than’s unique AI pattern profiling
- Delivers contextualized, motivational feedback at required intervals, such as per trip, day, week, month
- Explains specific trip behaviors that have contributed to risk level and what to communicate with the driver to reduce risk or reinforce positive performance

The AI Coach is a feature in Greater Than’s newly launched Crash Probability Hub. It can also be integrated into organizations’ existing or new safety solutions – including smartphone apps – to deliver coaching support to managers, as well as directly to drivers.

“With AI Coach, Greater Than goes way beyond predicting crashes,” added Lindelöf. “We’re now helping organizations prevent them with AI-powered, personalized interventions.”

To learn more about AI Coach, please visit our [website](https://www.greaterthan.eu).

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About Greater Than

Greater Than is a global provider of risk intelligence into road safety and climate impact. Greater Than’s AI technology converts GPS data into driver scores that predict driver crash probability and climate impact. The scores can be further enhanced with features that help organizations manage and act on the data insights.

Insurance companies, underwriters, fleet solution providers, mobility providers and other owners of GPS data use Greater Than’s analysis to optimize driver risk management, achieve insurance profitability, manage sustainability & ESG reporting, and monetize GPS data.

Greater Than (GREAT: ST) is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the Company’s Certified Adviser. Learn more at www.greaterthan.eu.