

Press release,
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The Search is on for the World's Smartest, Safest, and Most Sustainable Driver

- The FIA has launched the 2026 season of its Smart Driving Challenge (FIA SDC) to help drivers improve their safety and sustainability behind the wheel
- Last season, the FIA SDC saw drivers from 97 countries cutting battery usage or CO2 emissions by an average of 9%, and reducing their road risk by 37.5% compared with the average driver*
- Powered by Greater Than's AI technology, drivers worldwide can sign up to compete for a place in a live final to be named the World's Smartest Driver

Greater Than's partner, the Fédération Internationale de l'Automobile (FIA), the global governing body for motor sport and the federation for mobility organizations worldwide, today announced that entries are now open for the 2026 season of the FIA Smart Driving Challenge (FIA SDC).

Starting today (1 April), all drivers can get involved in the challenge, regardless of where they're based or what kind of vehicle they drive. Participants can visit the FIA SDC website or download the app to find out more.

Now in its eighth year, the FIA SDC is the world's first challenge that rewards smart, safe and eco-friendly driving, with everyday drivers competing to help make roads safer and reduce environmental impact worldwide. Led by the FIA and powered by Greater Than's AI technology, drivers simply download the FIA SDC app, connect to their car via Bluetooth, and the app does the rest, measuring safety and sustainability performance and providing drivers with scores and feedback to support lasting behavior change.

"Smart driving isn't just reserved for professional drivers when they're racing or rallying, it's a mindset we can all adopt every time we get behind the wheel," said Mohammed Ben Sulayem, President of the FIA. "The FIA Smart Driving Challenge brings together a global community of drivers, united to inspire, motivate and challenge one another to bring safer and more sustainable mobility to our roads."

Running from April to December, the FIA SDC features seven heats. The top 20 drivers qualify for the Playoffs, where they will compete for two places in the live head-to-head Grande Finale this December. The winner will be crowned the World's Smartest Driver.

Since its first season in 2019, the FIA SDC has welcomed a growing number of participants from around the world. Last season saw drivers from 97 countries take part, with an average reduction in battery usage or CO2 emissions of 9%, increasing to almost 30% for winner Alexandre Stricher. Throughout the season, participants also drove with a 37.5% lower risk level than the average driver.*

"The FIA Smart Driving Challenge gives everyone a simple way to make a difference with every journey, just by downloading an app," said Willem Groenewald, Secretary General for Automobile Mobility & Sustainability at the FIA. "That's the beauty of this Challenge, every journey to work, to the shops or to the school gates is a chance to climb the leaderboard and become a smarter driver."

“We’re very proud that our AI powers the FIA Smart Driving Challenge, an initiative that has grown significantly in reach and impact over the years,” said Johanna Forseke, Incoming CEO at Greater Than. “Now, as we enter the eighth season, the need to focus on safe, sustainable driving has never been greater. The strong engagement shows that drivers are keen to learn from AI-driven insights and highlights the real-world value of the Challenge.”

*The climate impact and risk reduction is calculated based on Greater Than’s AI technology. The data of each trip is analyzed and transformed into a unique pattern profile which is then compared to a database of over 7 billion profiles to evaluate performance against the average driver.

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About Greater Than

Greater Than is a global leader in risk intelligence for road safety and sustainability. Its unique technology is trained using real-life driving data to predict crash probability and climate impact.

By using AI pattern profiling to measure the driver influence on risk, Greater Than delivers predictive scores that are globally comparable. Fleets, mobility providers, insurers and other organizations involved in road transportation use these insights for risk management, cost control, pricing, and ESG compliance.

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

About the Fédération Internationale de l'Automobile

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation for mobility organisations globally. It is a non-profit organisation committed to driving innovation and championing safety, sustainability and equality across motor sport and mobility.

Founded in 1904, with offices in Paris, London and Geneva, the FIA brings together 245 Member Organisations across five continents, representing millions of road users, motor sport professionals and volunteers. It develops and enforces regulations for motor sport, including six FIA World Championships, to ensure worldwide competitions are safe and fair for all.