

Press release,
Stockholm, 13 May 2026

Top Racing Drivers Lead Global Challenge to Crown the World's Smartest Driver

- The FIA has announced 11 professional racing drivers as ambassadors for the 2026 season of the FIA Smart Driving Challenge (FIA SDC)
- Through the FIA SDC app, the ambassadors will lead global teams, helping drivers improve safety and sustainability on the road while competing to be named the World's Smartest Driver
- Powered by Greater Than's AI technology, drivers worldwide can compete individually and as part of a team led by one of the world's top racing drivers

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 11 professional drivers from the world of motor sport as ambassadors for the 2026 season of the FIA Smart Driving Challenge (FIA SDC).

Hailing from across the world of motor sport including four of the FIA's World Championships, the drivers include:

- Yifei Ye, FIA World Endurance Championship
- Edoardo Mortara, ABB FIA Formula E World Championship
- Yohan Rossel, FIA World Rally Championship
- Taylor Gill, FIA World Rally Championship
- Romet Jürgenson, FIA World Rally Championship
- Hana Burton, Racing Driver and Content Creator
- Aliyyah Koloc, FIA World Rally-Raid Championship
- Kelvin van der Linde, DTM, GT World Challenge Europe powered by AWS, Intercontinental GT Challenge
- Malthe Jakobsen, FIA World Endurance Championship
- Kajetan Kajetanowicz, FIA World Rally Championship
- Tymek Kucharczyk, INDY NXT by Firestone

Sharing their expertise from the pinnacle of motor sport, the ambassadors will lead teams of everyday drivers participating in the challenge through the FIA SDC app, and their social platforms, to inspire their team to climb the global leaderboard.

Now in its eighth year, the FIA SDC is a challenge that rewards smart, safe and eco-friendly driving, with everyday drivers from around the world competing to help make roads safer and reduce environmental impact. Led by the FIA and powered by Greater Than's AI technology, drivers simply download the FIA SDC app and 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.

Participants can now join their chosen ambassador's team in the FIA SDC app, gaining access to exclusive content and insights from their driver of choice, as well as key stats on their individual and team performance.

"The FIA Smart Driving Challenge is unique in uniting everyday drivers with leading figures from the world of motor sport to help deliver safer, more sustainable mobility worldwide," said Willem

Groenewald, FIA Secretary General for Automobile Mobility, Sustainability and Tourism. “By combining the latest AI technology with the expertise of elite drivers, this challenge is empowering individuals to turn small changes behind the wheel into a big difference on the road.”

“It’s fantastic to see the continued momentum behind the FIA Smart Driving Challenge,” said Johanna Forseke, CEO at Greater Than. “The impressive results we see year-on-year are proof that the initiative resonates with the everyday driver. With a new ambassador line-up adding fresh energy to the challenge, it is well positioned to engage more drivers and have an even bigger impact globally.”

Last season, drivers from 97 countries took part in the FIA SDC, with an average reduction in battery usage or CO2 emissions of 9%, increasing to almost 30% for the winning driver. Throughout the season, participants also drove with a 37.5% lower risk level than the average driver.*

Running until December 2026, the FIA SDC features seven heats. The top 20 drivers qualify for the Playoffs, competing for two places in the live head-to-head Grande Finale in December. The winner will be crowned the World’s Smartest Driver.

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*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 AI-driven 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 Championship, to ensure worldwide competitions are safe and fair for all.