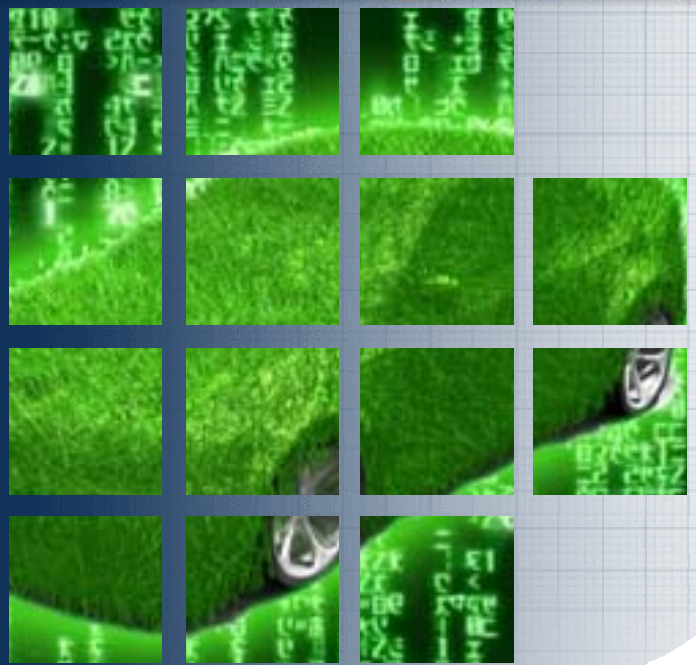
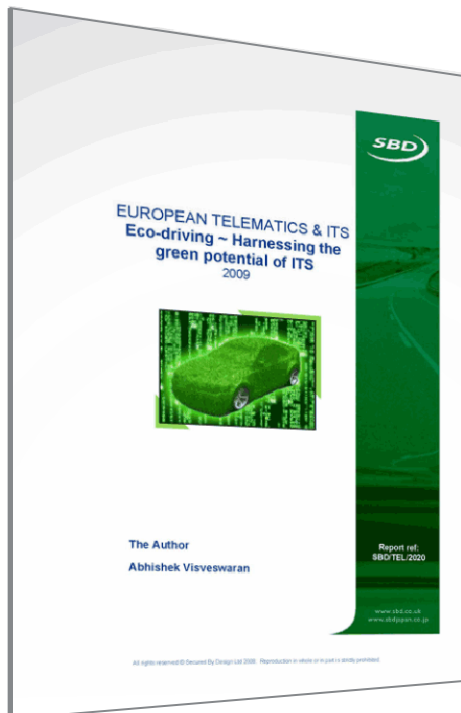


Telematics and Eco-driving



How can in-vehicle telematics and ITS systems reduce emissions?

Increasing pressure from government and society on vehicle manufacturers to address the environmental impact of cars is one of the biggest industry challenges being faced today. **“Eco-driving - Harnessing the green potential of ITS”** provides an in-depth analysis of how the implementation of navigation, ADAS and telematics systems can be used to achieve true integrated eco-driving.



‘Eco-driving - Harnessing the green potential of ITS’

This report will help you to:

- Build a brand image that demonstrates environmental awareness
- Understand the potential for ADAS systems to provide environmental as well as safety benefits
- Increase sales through promotion of environmentally friendly technology application
- Create a roadmap for synergy between in-vehicle systems to achieve an integrated eco-driving experience for customers



For additional information, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk or telephone Juanita on +44 (0)1908 305101.

»» Initiate the ultimate eco-driving journey...

Vehicle manufacturers have traditionally focussed on improving engines and developing alternate powertrains to reduce exhaust emissions. In parallel, ITS technologies have been in development for over a decade, but they have always been aimed at increasing safety and convenience. Now their potential to help drivers achieve the best fuel economy and least emissions, a concept known as “green driving” or “eco-driving” has been recognised.

There are different ITS systems that can contribute towards eco-driving. Broadly, they can be grouped according to their role in the driving cycle.

Before driving - choosing the “eco-route”

Navigation systems, both embedded and portable, can be programmed to calculate an “eco-route” to the destination. This route is the ideal combination of fast and short routes, with the least fuel consumption and hence minimum emissions.

Whilst driving - advanced driver assistance (ADAS)

ADAS systems such as adaptive cruise control and intelligent speed adaptation can help in keeping the vehicle within the environmentally friendly driving zone and hence reduce harmful exhaust gases.

After driving - remote analysis

Telematics systems have the potential to record driving patterns in real-time and to later analyse this data to provide driver-specific tips to reduce fuel consumption.

These three technologies , including products currently available in the market, are discussed in more detail in “Eco-driving - Harnessing the green potential of ITS”.



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- Helping you grow your business by giving you the reassurance of knowing which technologies you should develop
- Helping you reduce your costs by saving you both planning and implementation time

...about the report author



Abhishek Visveswaran - ITS and Telematics Technical Analyst

Abhi graduated from Anna University in India with a degree in Automotive Engineering before achieving a Masters degree in Vehicle Technology and Management at the University of Bradford. Abhi specialises in technical and market research on ADAS and navigation systems. He is also actively involved in the testing of numerous in-vehicle systems.

Feedback Form

I would like more information on
“Eco-driving - Harnessing the
green potential of ITS”

(SBD/TEL/2020)

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Full Name:

E-mail Address:

Phone:

Company Name:

Address:

Fax: +44(0)1908 305 106

Email: jappleby@sbd.co.uk

Phone SBD: +44 (0)1908 305 101

Free report!



*‘...the definitive guide on how
Telematics can genuinely impact on
eco driving’*

*- Precksha Saksena, Global Head Core
Business of Telematics Update*

*“The environmental benefits of green ITS
technologies” is the first report in SBD’s Eco
series and identifies the role of ITS, navigation
systems, telematics services, ADAS systems
and traffic management systems in reducing
pollution and improving efficiency.*

For more information, please email
jappleby@sbd.co.uk