

news +++ Automechanika Frankfurt  
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**automechanika**  
FRANKFURT

## Automechanika Frankfurt is looking for the smartest driver – join the FIA Smart Driving Challenge Subevent

**Frankfurt am Main, 23 03 2022. Automechanika Frankfurt is launching the FIA Smart Driving Challenge Subevent together with the Fédération Internationale de l'Automobile (FIA) and the Swedish AI and insurtech company Greater Than. The international challenge will take place in the run-up to the fair that will take place from 13-17 September 2022 and aims to engage exhibitors and visitors of the show in adopting the safest and most sustainable driving behaviour possible. The winner will be honoured at Automechanika Frankfurt.**

The FIA Smart Driving Challenge Subevent sponsored by Automechanika will take place from March to the end of June 2022. In March and April, participants will be able to practice in weekly pre-challenges; in May and June, the actual weekly challenges will take place to select the winner.

Modelled on the global FIA Smart Driving Challenge, the goal of FIA SDC Subevent is to help exhibitors and visitors of Automechanika Frankfurt assess their impact on road safety and CO<sub>2</sub>-emissions when at the wheel, and encourage them to adopt sustainable, environmentally friendly and safe driving in an enjoyable way.

“The FIA Smart Driving Challenge aims to put everyone in the driver seat when it comes to making their road environments safer and more sustainable. Partnering with Automechanika Frankfurt is a great opportunity to have exhibitors and visitors of the world’s leading trade fair for the automotive service industry lead the way for safe and sustainable driving. Let’s make a difference together!”, said Onika Miller, FIA Secretary General for Automobile Mobility and Tourism ad interim.

Indeed, by joining, motorists can quickly learn how to drive smarter and reduce their environmental impact as well as their risk of being involved in a crash thanks to the analysis of their driving patterns in real-time carried out by the Artificial Intelligence (AI) technology used in the challenge and developed by Greater Than.

The AI has been trained with real-time driving data since 2004, with billions of kilometers of real car driving worldwide. To date, the database consists of 7 billion unique driver DNAs that make it possible for the algorithms to predict risk for crash probability and CO<sub>2</sub> impact per individual driver in real-time. Thanks to AI, when participants drive, they get a score allowing to establish a ranking. The higher the score is, the smartest the driving pattern is.

Olaf Mußhoff, Director of Automechanika Frankfurt, explains: "We are happy to engage in this adventure. In this way, we are not only bringing all motorists together across borders in the spirit of a sustainable driving style, but also enhancing international networking among the Automechanika community before the fair."

Equipped with a smartphone app connected to the vehicle via Bluetooth, motorists can take part in the competition and win the race for the world's most efficient driving style. The winner with the highest score will be honoured at Automechanika Frankfurt in September 2022.

“To share the word about safe and eco-friendly driving with Automechanika Frankfurt, the world’s largest trade fair, congress, and event organizer, is a fantastic opportunity. Reaching out and further raising awareness about road safety can significantly help save lives and fight climate change,” says Johanna Forseke, CEO Greater Than Svenska AB.

### **Download the app and connect your car to join the challenge**

More information about the FIA Smart Driving Challenge Subevent sponsored by Automechanika at [www.automechanika-frankfurt.com/smart-driving-challenge](http://www.automechanika-frankfurt.com/smart-driving-challenge)

### **About the Fédération Internationale de l’Automobile (FIA)**

The Fédération Internationale de l’Automobile (FIA) is the governing body for world motorsport 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 244 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).

### **About Greater Than**

Greater Than is an AI data analytics company that predicts accident probability and CO2 impact per driver in real-time, revolutionizing auto insurance pricing and new business solutions for the automotive, new mobility and fleet industries. The 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 and recognized at the global InsurTech100 list 2021. Greater Than is listed on Nasdaq First North Growth Market under the ticker GREAT.

Learn more at [www.greaterthan.eu](http://www.greaterthan.eu)

### **Press information and photographic material**

[www.automechanika.com/press](http://www.automechanika.com/press)

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](https://www.messefrankfurt.com)

\* Preliminary figures for 2021