European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here		Instructions
Name of the organization	ThinxNet GmbH		
Type of organization	SME	x	Please tick one box
	Large business		
	Association		
	Education/Research institution		
	Local/regional authority		
Organization main activity	Big Data/ Data Intelligence/ Telematic		Activity field
Country	Germany		Country of the organization
Website	https://www.tanktaler.de		Organization website
Contact person	Dr. Regina Werner		For the follow-up of the application
Contact person's position	Head of Marketing & Operation		
Contact person's email address	regina.werner@thinxnet.com		
Contact person's phone number	+49 (0) 89 452 066 30		

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Partners in the initiative	Our main partners are german insurance companies like HDI and SV SparkassenVersicherung.	Your main partners in delivering the road safety activity

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	**Instructions**
Date of start and end of the initiative	With our product TankTaler, we turn every car into a smartcar. TankTaler consists of two components, a hardware OBD-2-dongle and a smartphone app. The OBD-2-plug is equipped with several components, such as a GSM/GPS module, a SIM-card, a battery and an accelerometer. While driving, all accessible information are read and sent to the cloud. With the TankTaler smartphone app, users gain access to their own data. With TankTaler, users can pay at gas stations without visiting the shop, always find their car on a map, get detailed statistics about their driving behavior and much more. In September 2016 we extended our product by two new features. Together with HDI we brought eCall and Driving Score as a retrofit to more than 10,000 cars (and counting), in Germany. With our solution even old cars, starting from 2001 get smart. By the end of November we extended the service by signing another deal with SV SparkassenVersicherung. In collaboration with them, we managed to provide another 9,000 users with eCall and Driving Score. In a long-term perspective we want to become the dominant player when it comes to connected cars. We believe that users themselves should decide over their vehicle's data instead of OEMs.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	As a start-up, we all pulled together when developing and launching new features. Johannes Martens, CEO basically paved the way for the initiative. All our departments starting from scratch with hardware, developing the technology (Moni Malek, CTO) to Software Development (Christoph Geiser, Head of Software Development), making sure that all features	In the case of persons, indicate their positions.

	are properly implemented in back- and frontend helped to get the features on board. Furthermore, our product team (Christian Margolus, Head of Product) made a great effort when designing the features. The Marketing team of Dr. Regina Werner (Head of Marketing & Operation) as well as the Sales team (Tilman Pfeiffer, Head of Business Development & Sales) contributed a lot of work to make the product successful. Last but not least, our Operations and Customer Support Team cares for all the requests and concerns our users have.	
Geographical scope of the activities	Both features, eCall and Driving Score have been implemented on devices german-wide and are to be spread out to Switzerland this year. In general all European nations are within our geographical scope and will be added successively.	Indicate where the activities were implemented.
Summary of the initiative	The overall goal behind it is to make roads safer than ever before. TankTaler brings eCall and Driving Score to almost every car. Whenever a driver is involved in an accident, an ambulance will be sent to the accident location.

Driving Score is an incentive for drivers, sponsored by insurances to foster anticipatory driving. Users collect TankTaler when avoiding hard accelerations/ breakings. | Describe the initiative indicating the subject, its aims and the main activities it involves.

Max: 100 words |
| Innovative character | Applying the TankTaler initiative for Road Safety, people soon will be more aware of their driving behavior. Incentives given by insurance companies will offer TankTaler users attractive monetary rewards. Impulses are crucial to establish a sustainable consciousness on foresighted driving.

The eCall feature will protect drivers in case of an accident by sending help - quickly and directly - to the exact location. Even in a forest aside a road, at night. And that applies to almost all cars, not just new ones. | If applies, describe to what extend the proposed initiative will lead to new approaches and practices in road safety.

Max: 100 words |
| Issues that are addressed with the initiative | Regarding statistics of traffic accidents over time, one can clearly recognize an increase every year. Comparing 2012 and 2016 the amount of car accidents has raised by almost 8 % - reason enough to consider ways how to lower these numbers. | Describe the issues identified leading to implement the road safety activities.

Max: 100 words |

Activities developped	In general, three different parties are involved in the eCall-process: TankTaler, an insurance company (HDI/ SV SparkassenVersicherung), and a call-center coupled with the insurance (IMA/ DASG). Besides a GSM/GPS module, a SIM card and a battery, our dongle is equipped with an accelerometer. Whenever a driver is involved in an accident, the built-in accelerometer recognises negative acceleration. If physical powers exceed a certain threshold, the dongle will send a signal to a call center. Hereupon their employees will try to reach you on your mobile phone. If you won't answer within a defined period of time, an ambulance will be sent to your location. This will not only work in Germany, but in several other countries throughout Europe (DE, A, FR, I, ES, PO, BE, NE, L). In fact, in case of an emergency outside of germany, a german call-center will contact you and send help to your accident location. Driving Score is an incentive for drivers, sponsored by insurances to foster anticipatory driving. The TankTaler dongle analyzes the user's driving behavior, i.e. hard accelerations/ breakings etc, upon which a driving score is calculated. Users will be rewarded with TankTaler when avoiding hard accelerations/ breakings. The analysis is real-time based and adapts to the driver's current driving behavior.	Describe all the activities involved in the inititative, and where appropriate indicate the arrangement for each partner's participation. Max: 600 words

Genesis	We consider us to be the leading force behind the smartcar. Smartcar is not only about getting your car digitalized and detailed statistics onto your smartphone, but also to ensure safety and facilitate actions being taken in case of emergencies. We're already the biggest connected-car fleet in germany and growing every day. Soon, more and more insurance companies will see the high potential and come to us. By the beginning of 2018, eCall will be obligatory for all new cars. We don't want to wait until then. We offer eCall now.	Describe the reasons why you have chosen this initiative. Max: 100 words
Transferability and multiplier effect	TankTaler, its idea and concept, as well as both of our Road Safety Features, eCall and Driving Score are scalable to every EU nation. Since insurance companies are not focused within one country only, it'll be quite to spread out the services quickly.	Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the

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	TankTaler eCall works in several countries outside of germany. (DE, A, FR, I, ES, PO, BE, NE, L)	results, experience and knowledge gained as well as the good practices on a larger scale. Max: 200 words
Promotion and dissemination	All promotion activities involved divide in online and offline and were carried out through ThinxNet as well as insurance partners, respectively. Online activities comprises websites, mailings, newsletter campaigns, facebook ads, google ads and TankTaler in-app campaigns. Offline activities mainly includes brochures as part of invoice-letters on the insurance side.	Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.). Max: 100 words
Continuity	We want to be the dominant player in Europe, providing road security and safety as a retrofit product for cars. Successively, more countries are to be added soon.	Indicate if there is a plan to continue some activities in the coming years. Max: 100 words
Evaluation of the activities	Key performance indicators within our initiative are mainly the following: • number of accidents • number of death caused by traffic accidents • claims frequency • claims settlement	If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives. Max: 100 words
Other important aspect that you want to underline	One of our strongest unique selling propositions is the fact, that we disclaim bluetooth-technology, comparing to other OBD-provider in the market. We build a real cloud-based solution, making it possible to access your data from everywhere. Furthermore we provide every dongle with a SIM-card which is crucial for eCall. We have the only working product in the market that can be bought for a reasonable price of € 39 per year. Customer of one of our insurance partners will get the dongle even for free.	Any information that could help the jury to evaluate your initiative. Max: 100 words

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