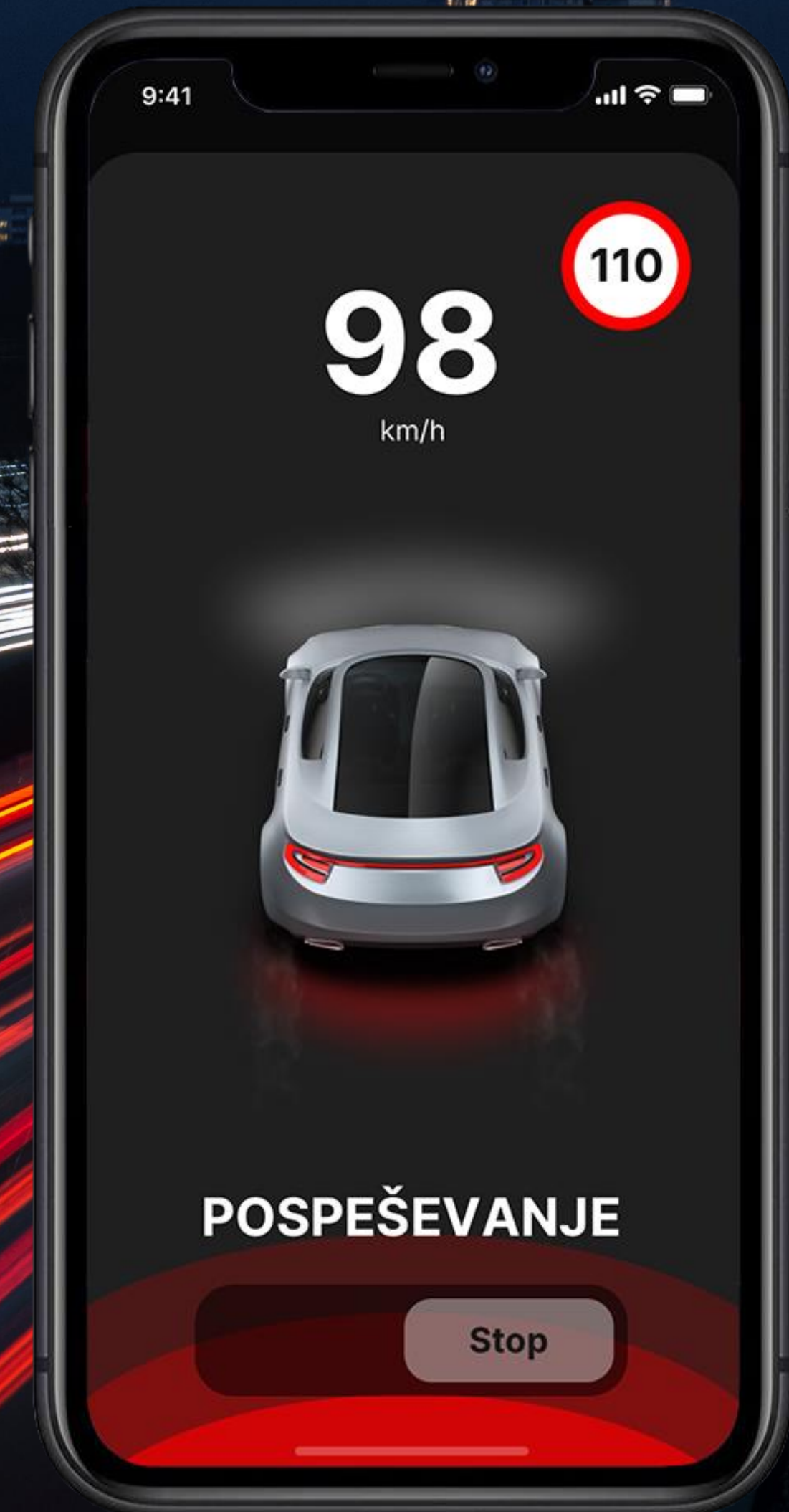




DRAJV mobile app as an innovative tool for safe driving promotion

Supporting material

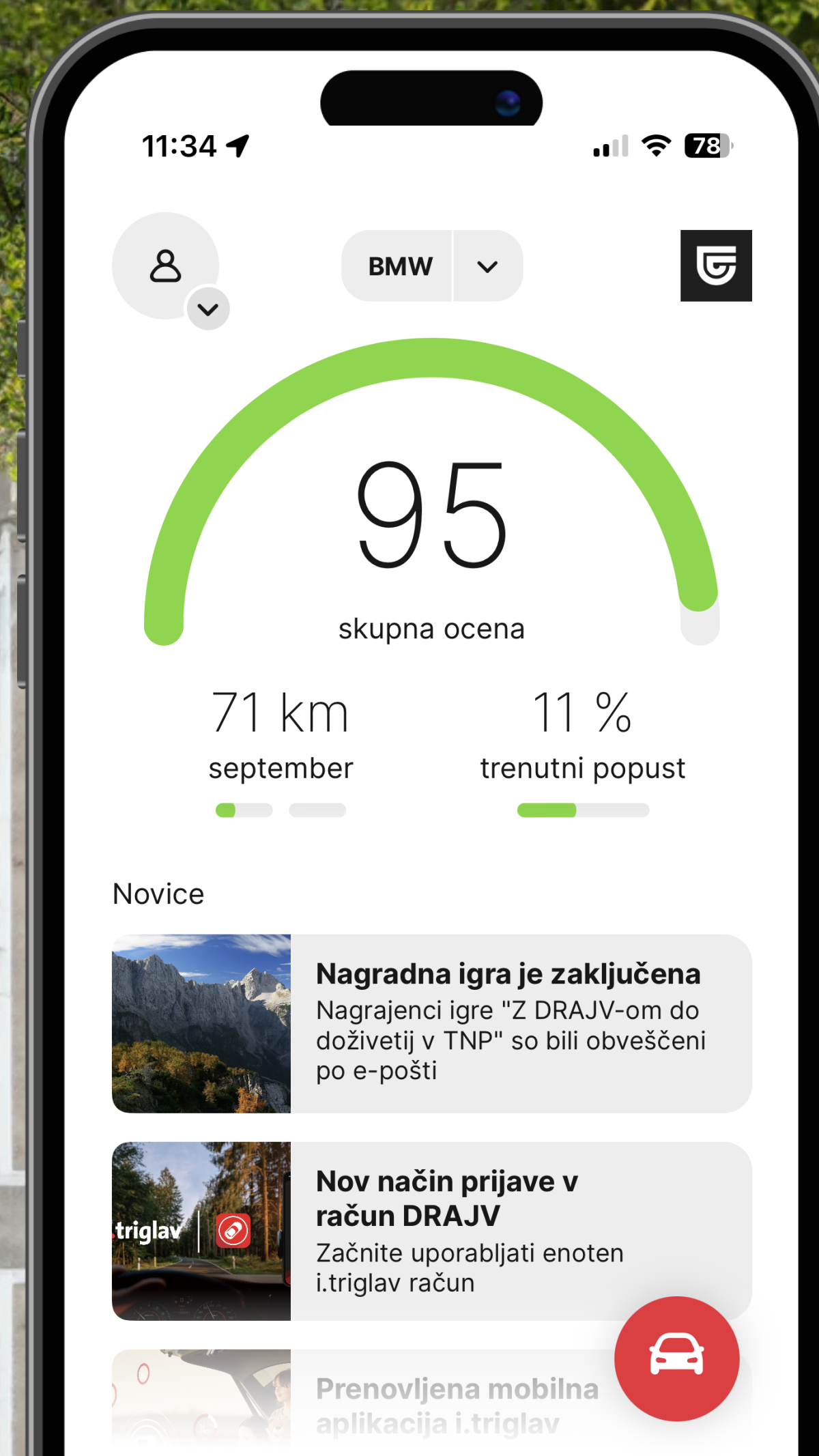


Promo video (in Slovenian)

<https://www.youtube.com/watch?v=tMAK3WWsaWY>



DRAJV mobile app – promoting safe driving by leveraging telematics technologies

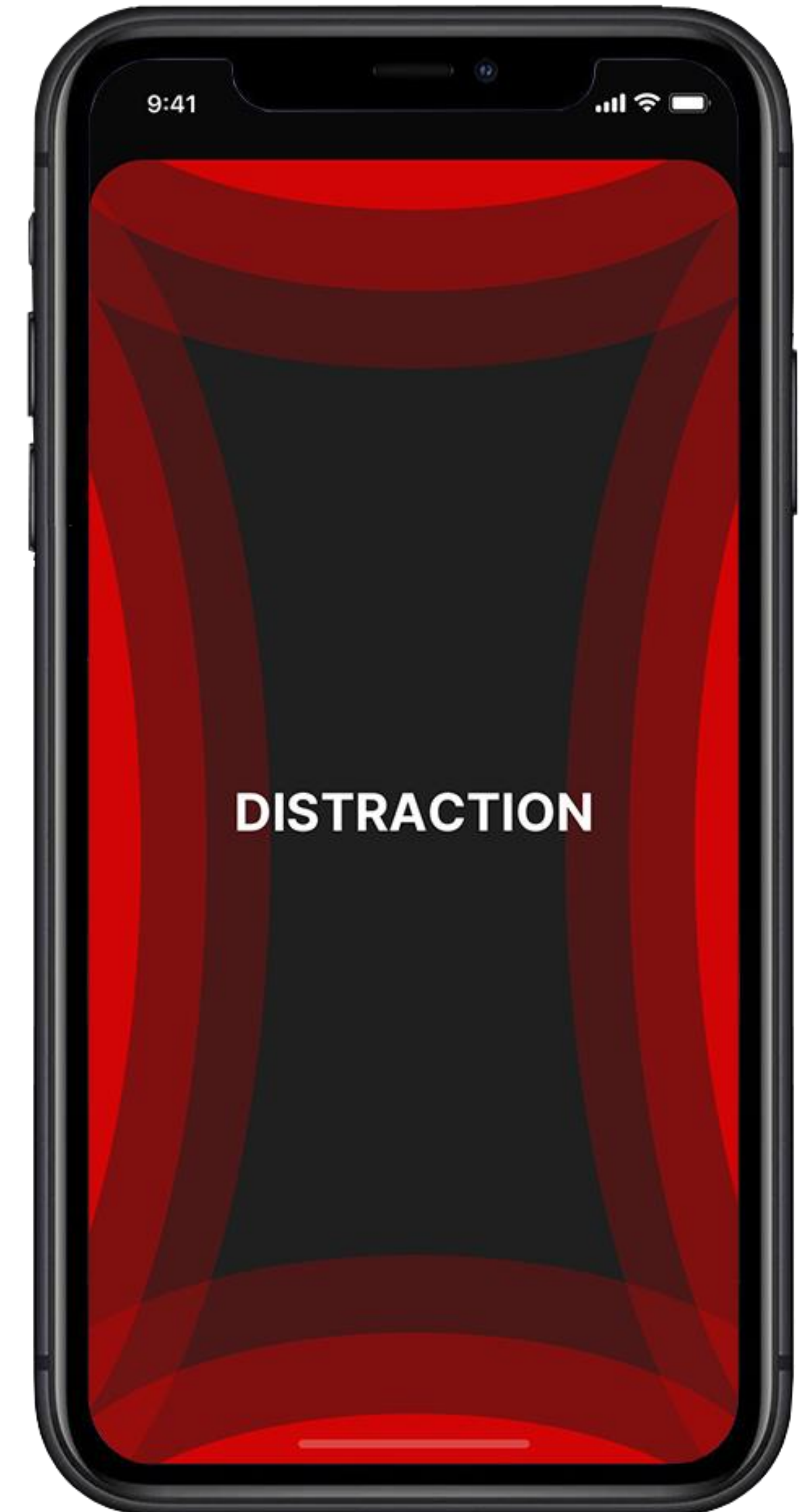


Trip recording & real-time feedback



Trip scoring

Based on speeding,
mobile phone usage ...

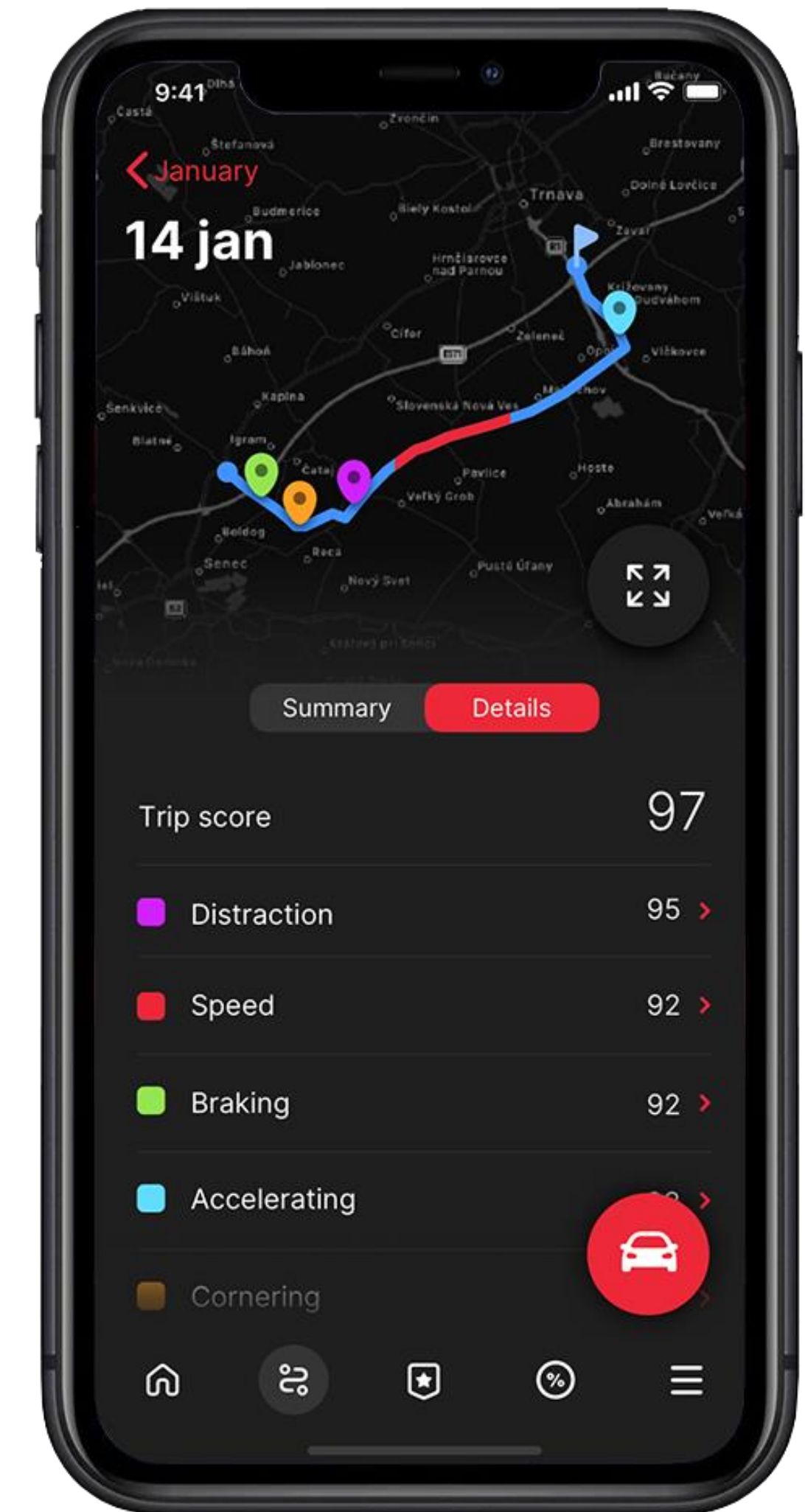
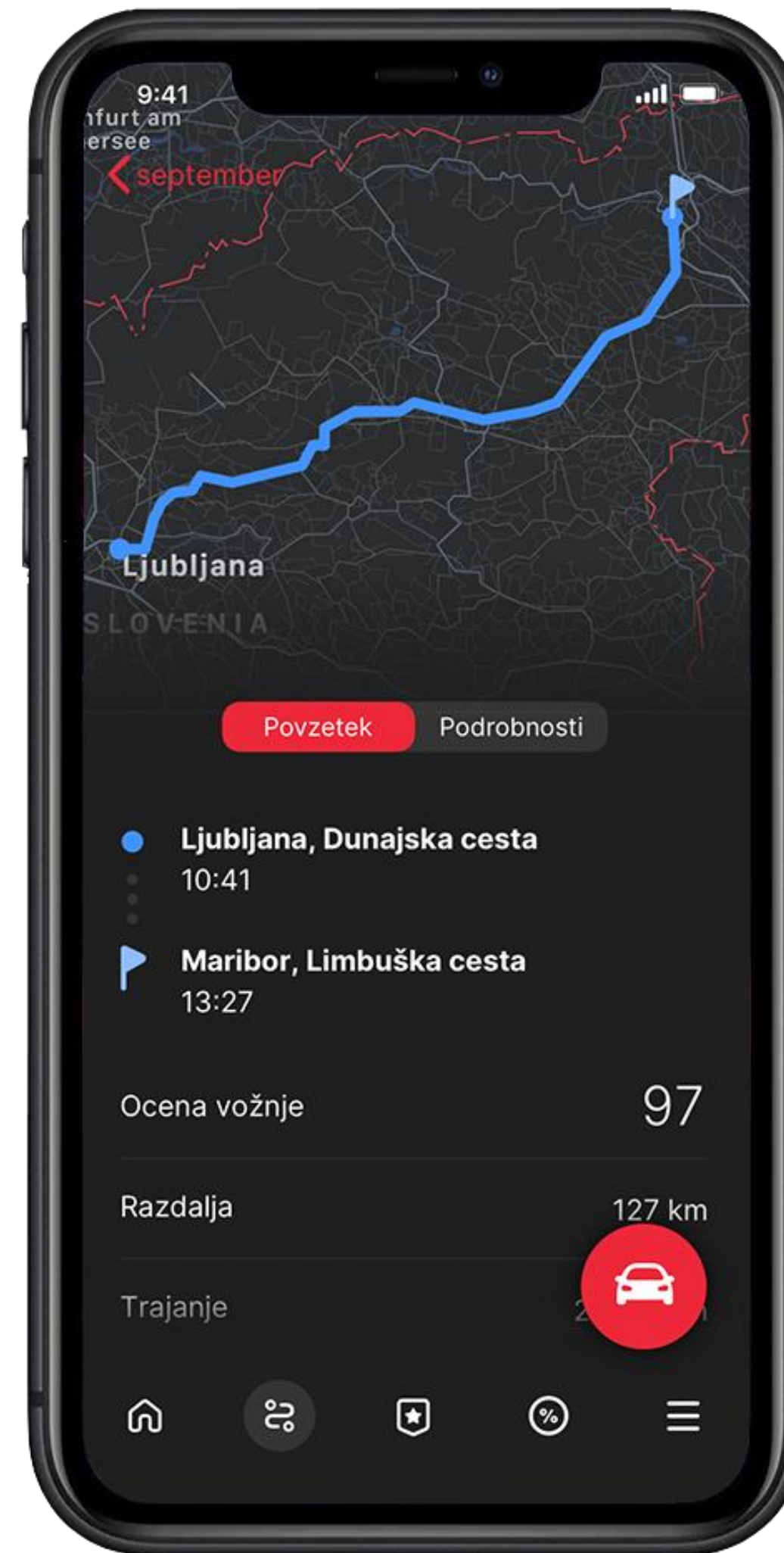
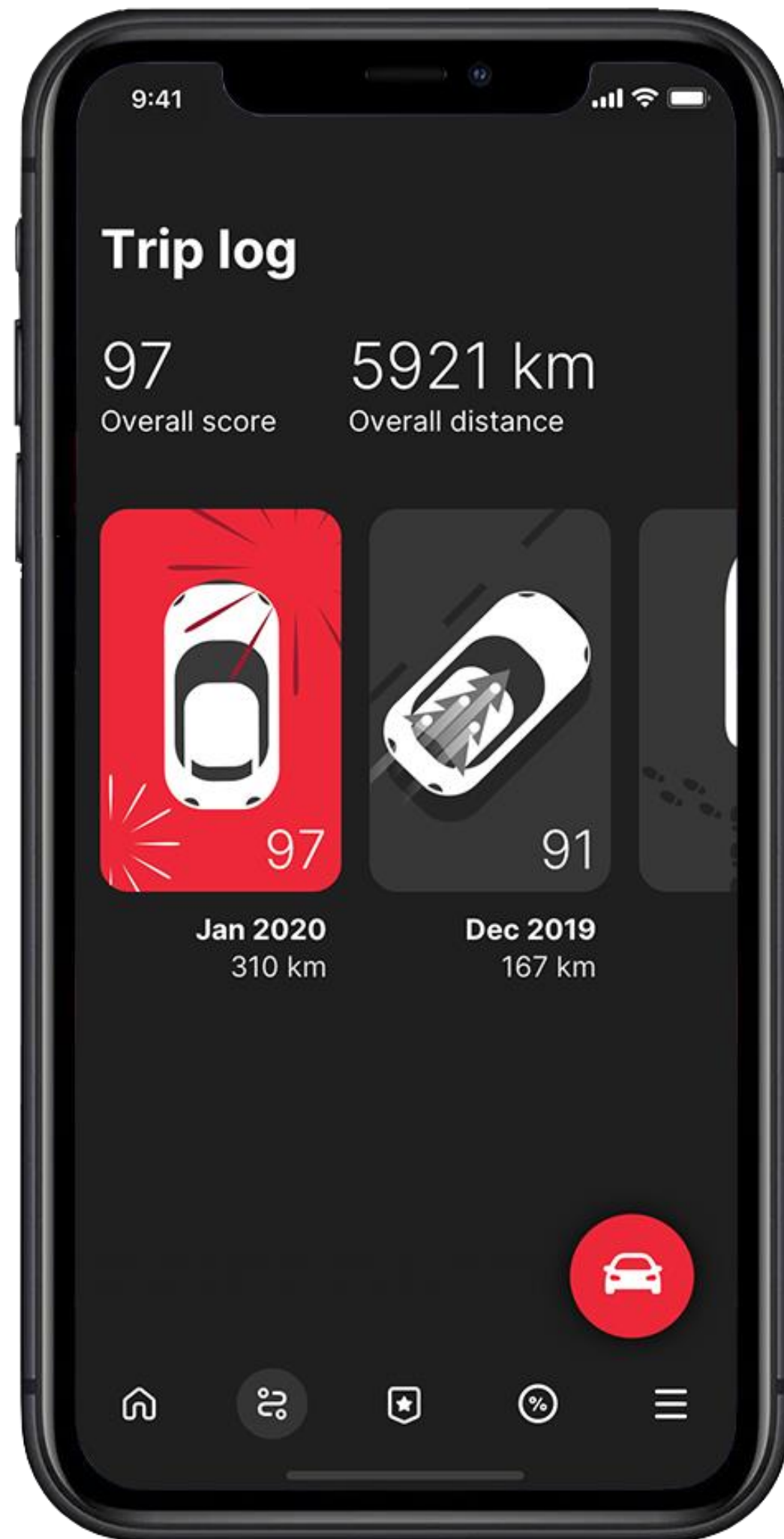


Trip scoring

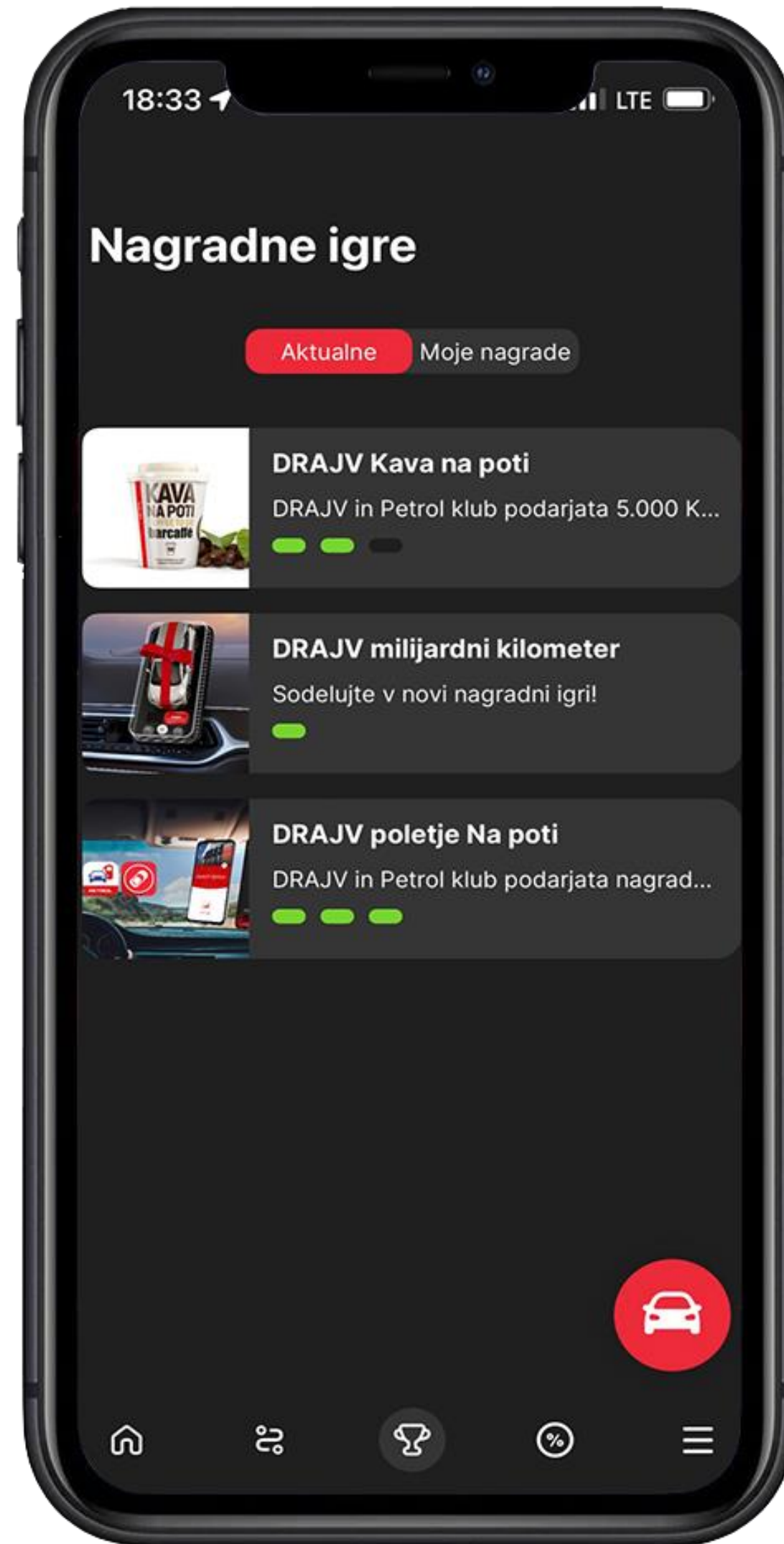
... and harsh acceleration, braking and cornering events, using built-in phone sensors



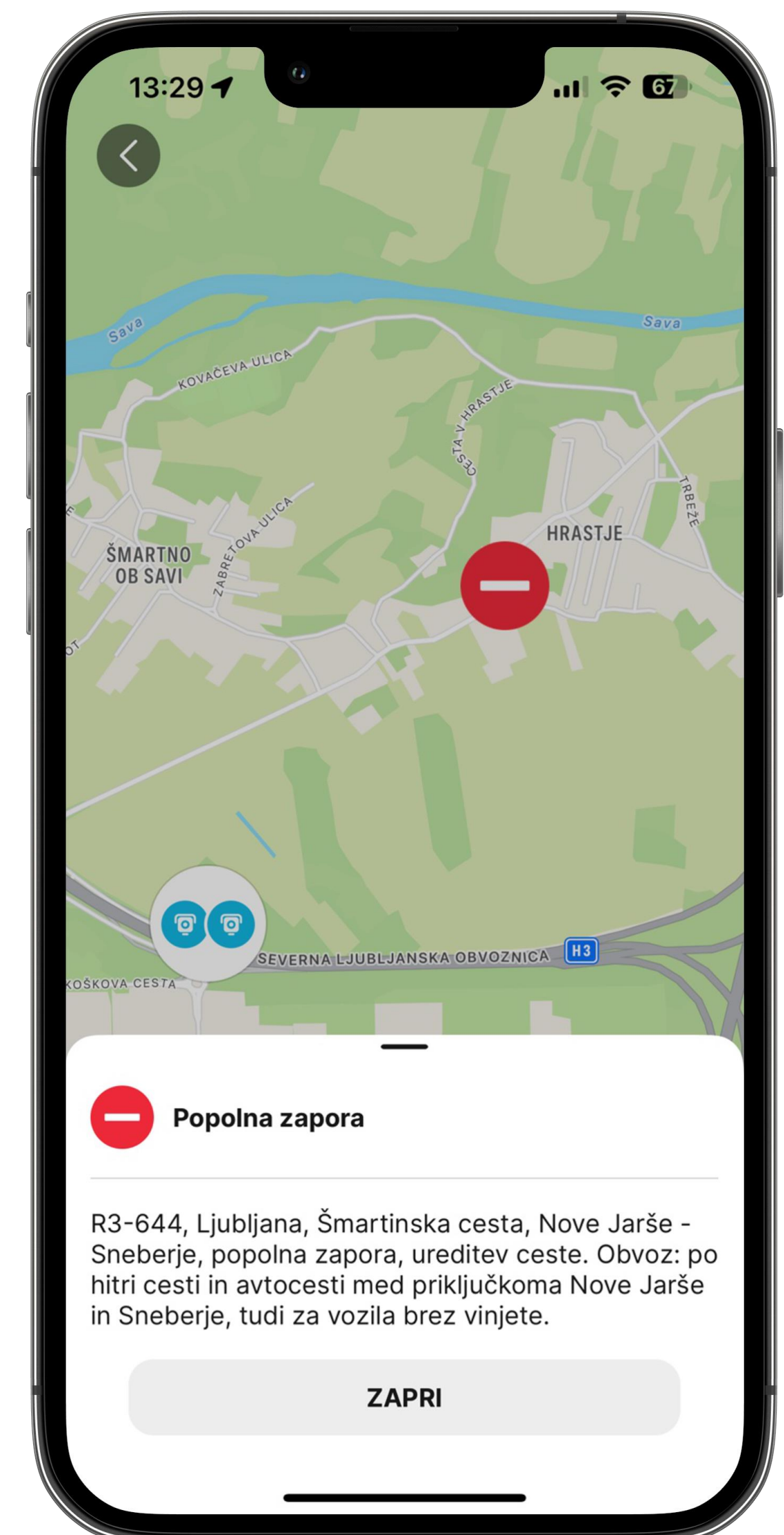
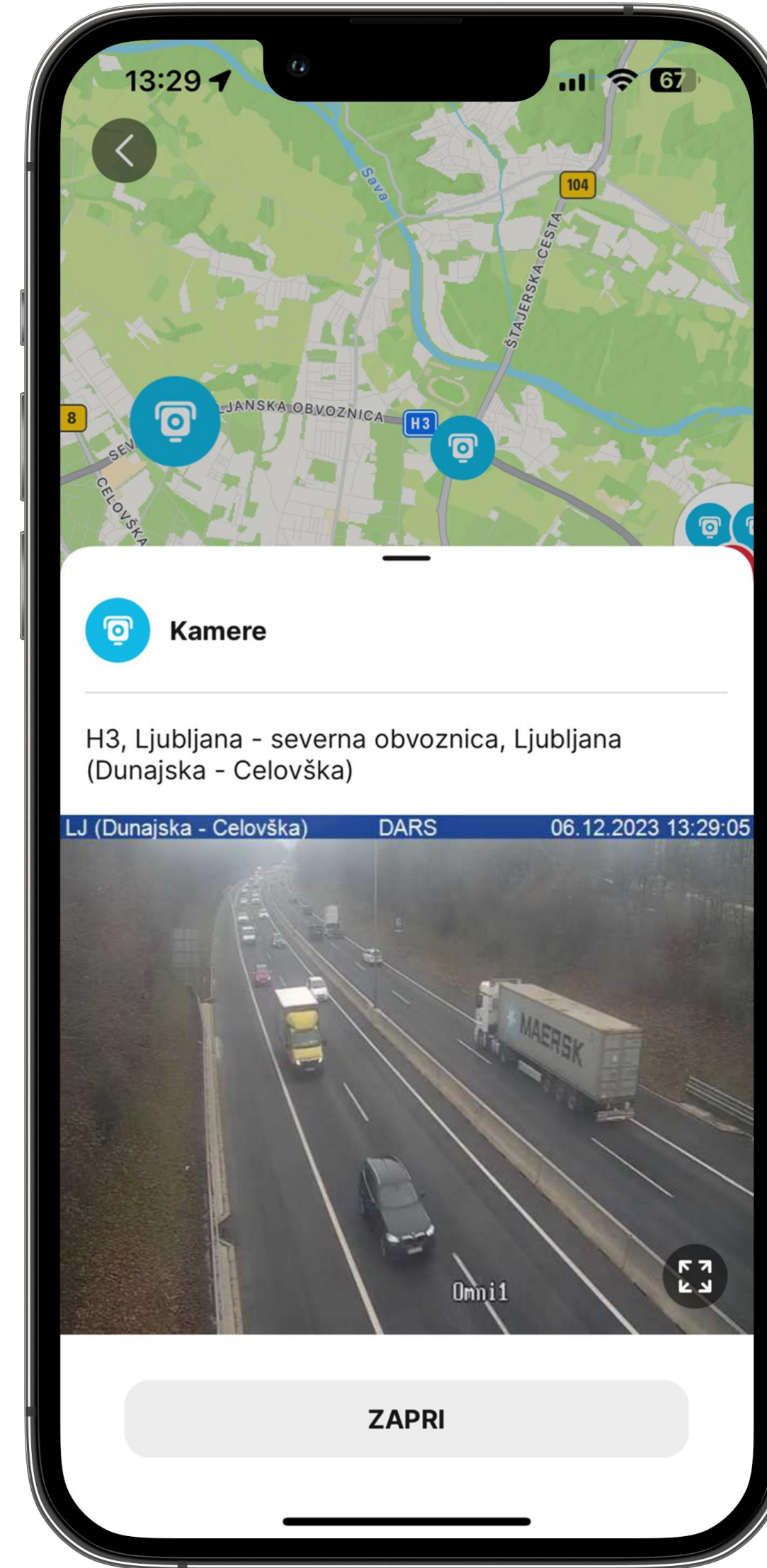
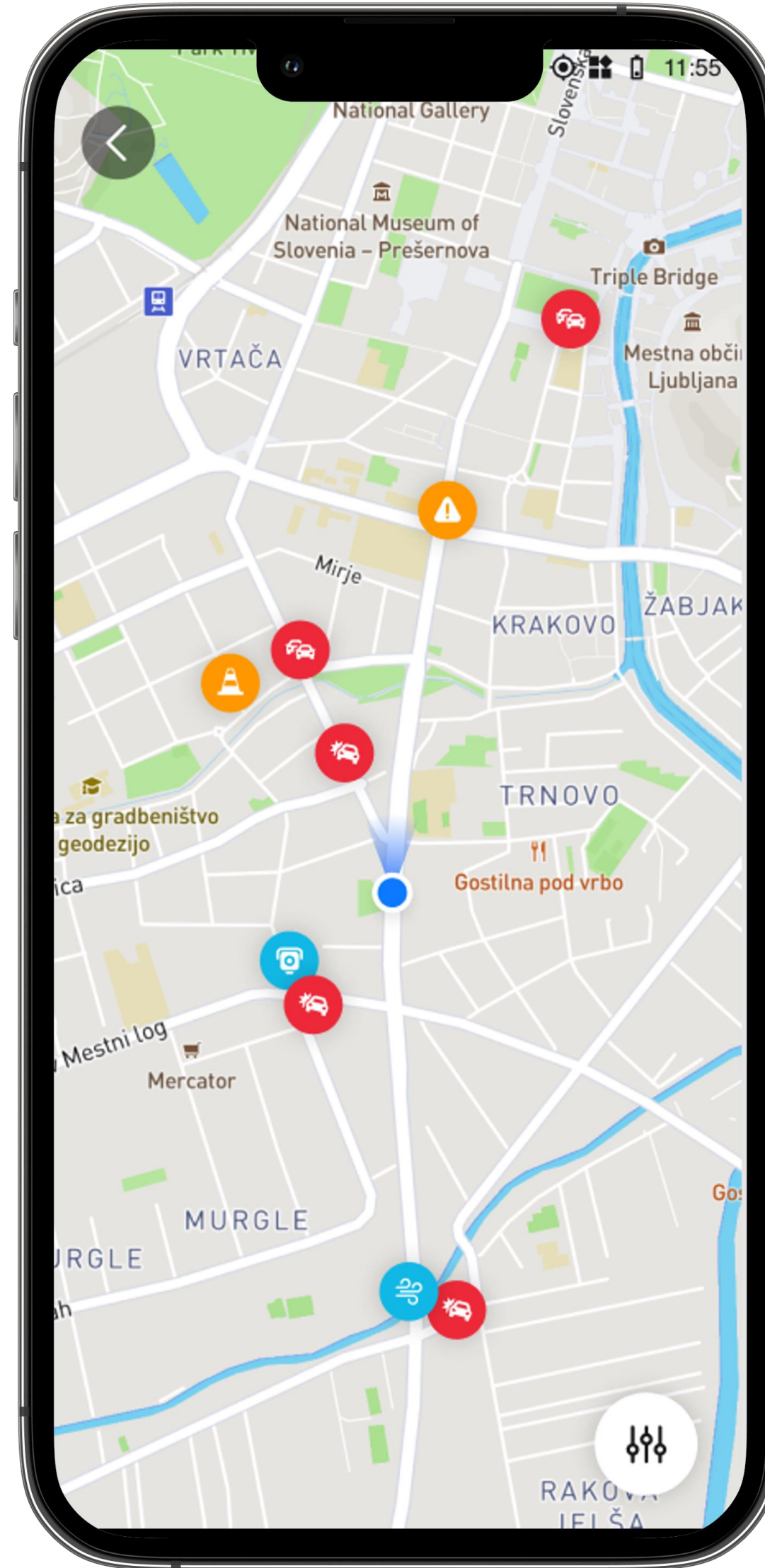
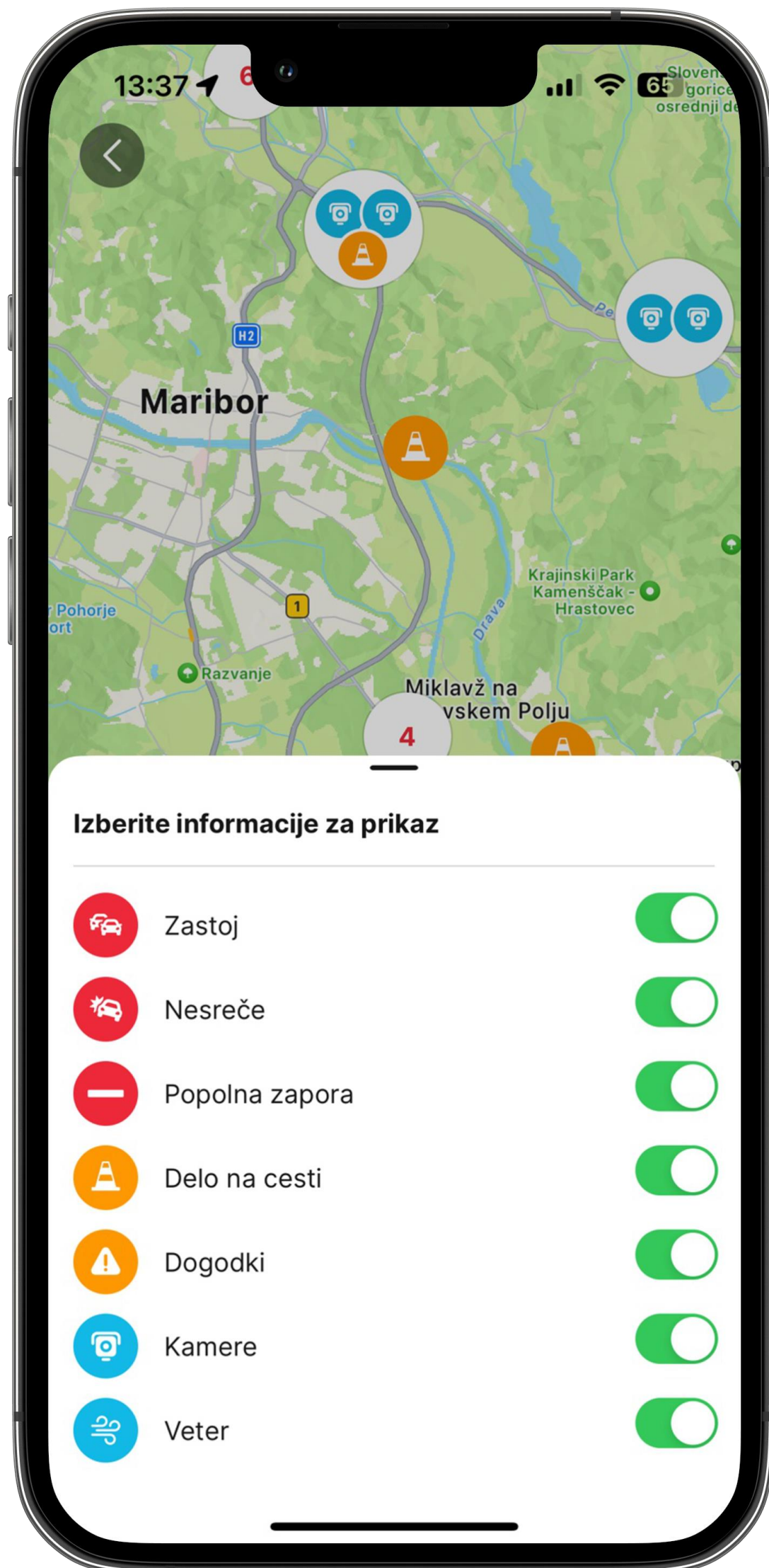
Detailed trip archive with driving style feedback



Badges, Rewards, Integrated Dashcam

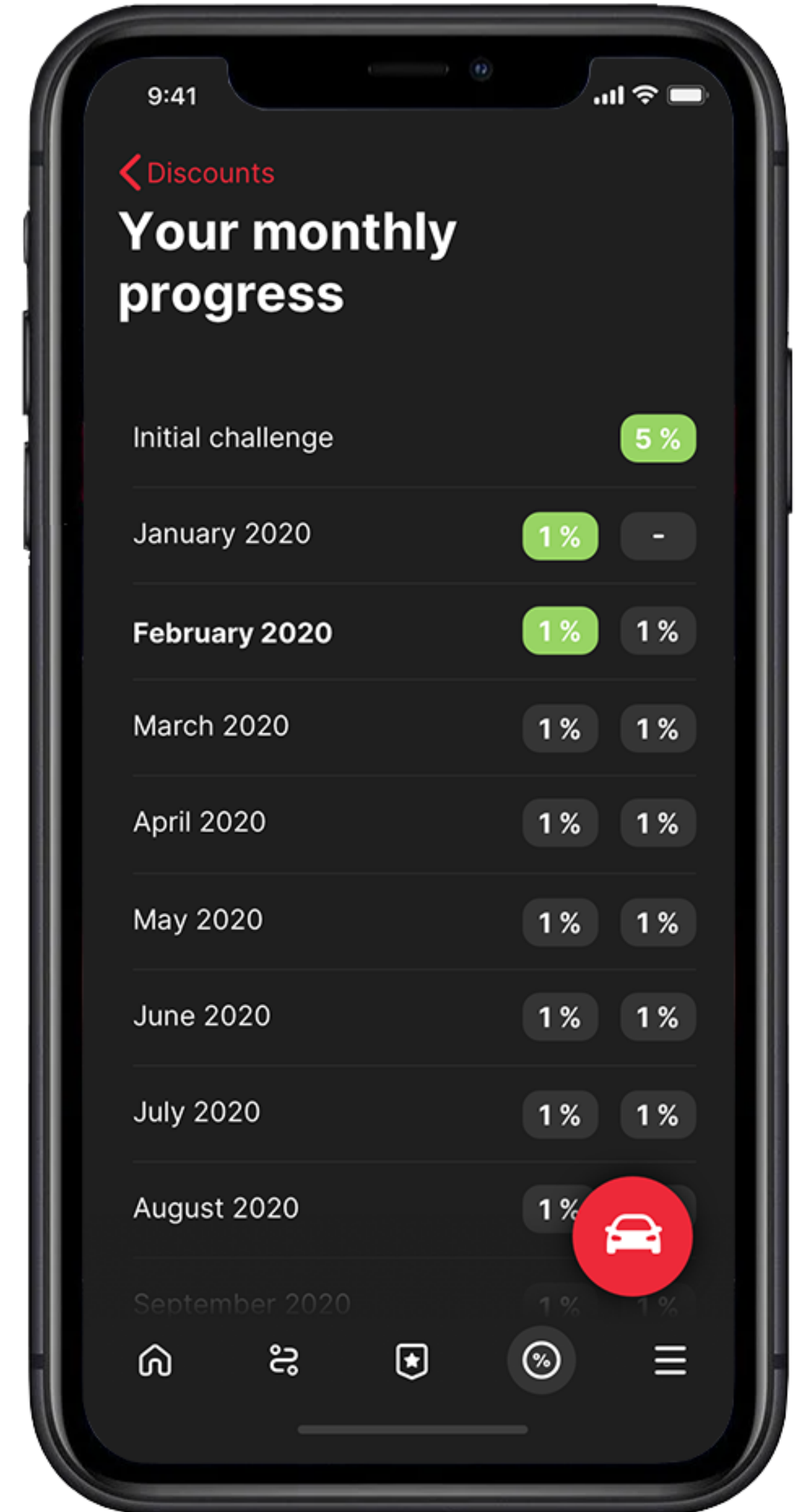
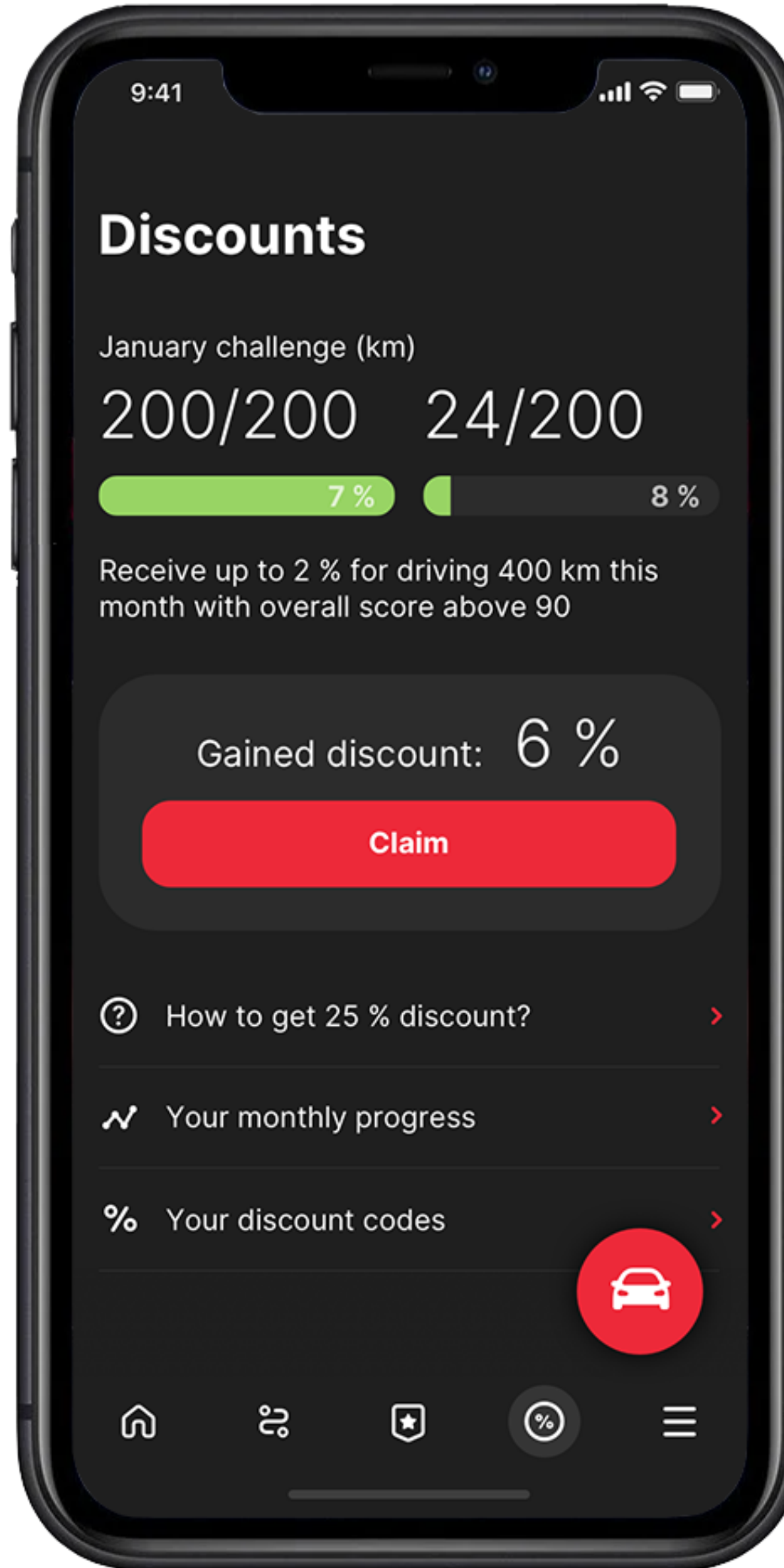


Real-time traffic information



Insurance discounts

up to **20% yearly discount**, earned with safe driving



DRAJV also for motorcyclist



Collaboration with partner

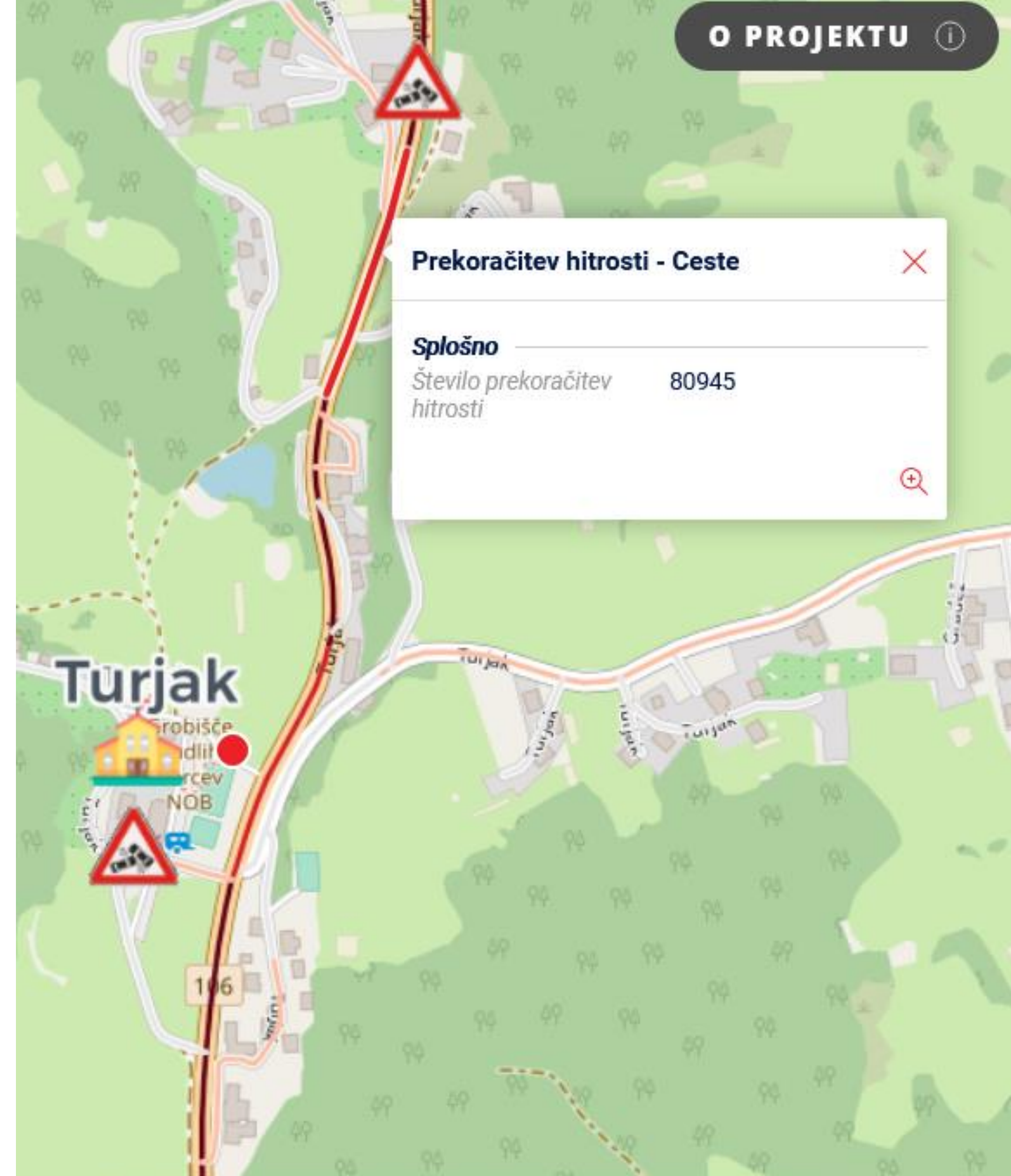
Auto-moto Association of Slovenia

Defining advanced trip-scoring algorithm for car and motorbike trip recording



Contribution in road-safety programs

36 interactive speed displays installed based on anonymized DRAJV data



DRAJV in numbers

> **170K**
app downloads

> **65K**
active monthly
users

> **60M** total
recorded trips

> **1,6**
BILLION
driven KM





DRAJV

Aplikacija Drajv od 2015 do junija 2024

Aplikacija DRAJV

triglav

Vse bo v redu.
drajv.triglav.si

more than
1,6
billion km

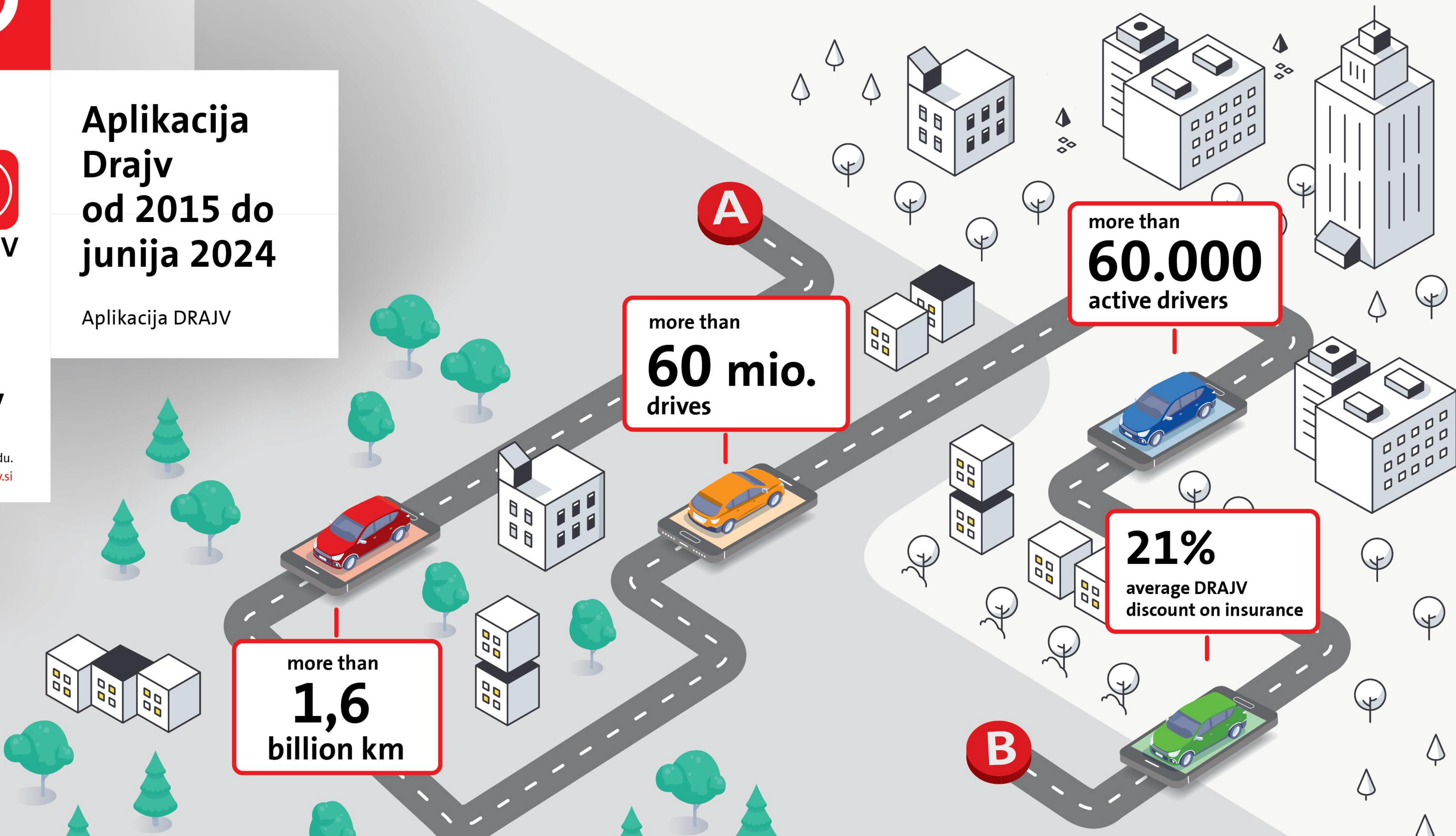
more than
60 mio.
drives

more than
60.000
active drivers

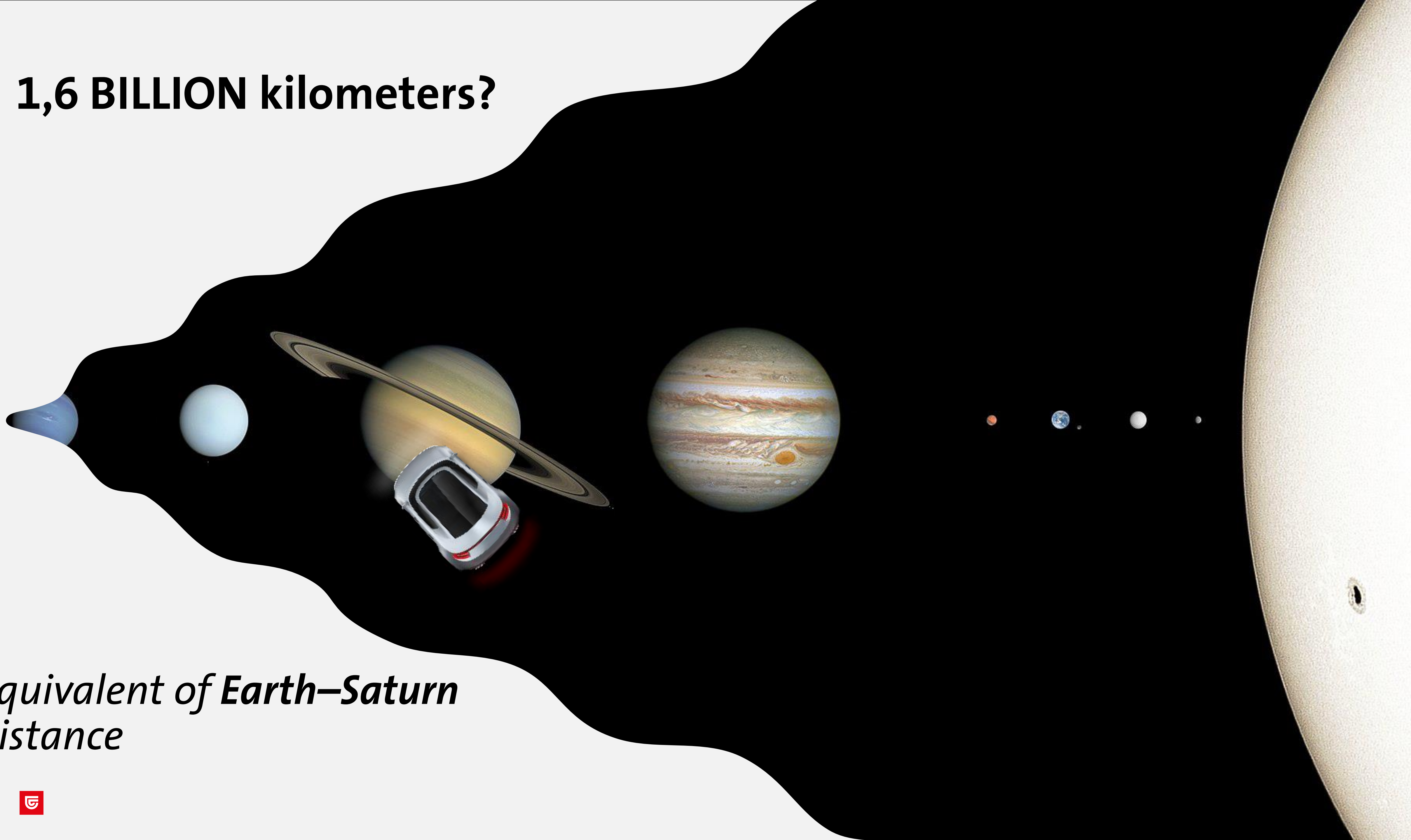
21%
average DRAJV
discount on insurance

A

B



1,6 BILLION kilometers?



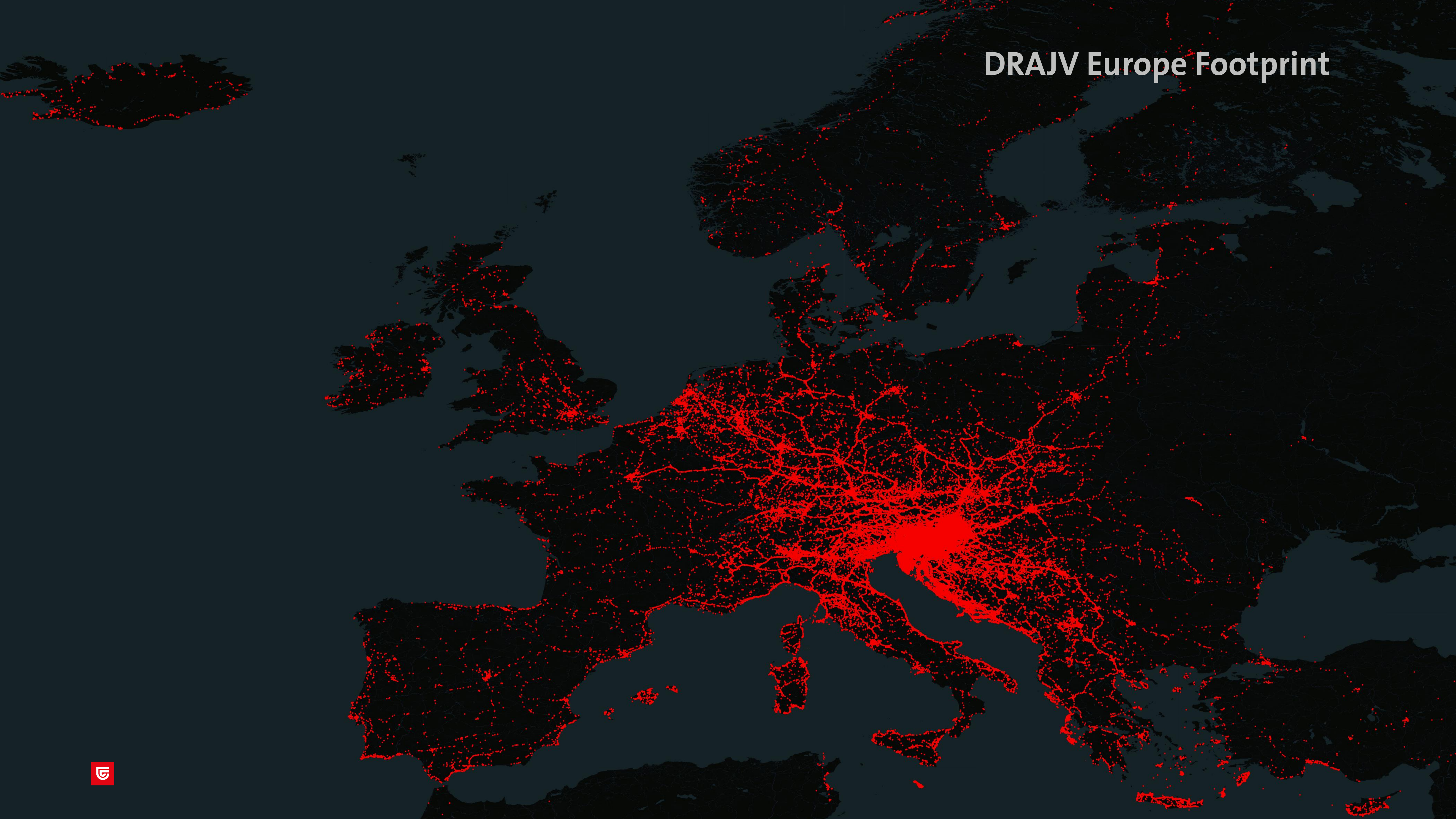
*Equivalent of Earth–Saturn
distance*

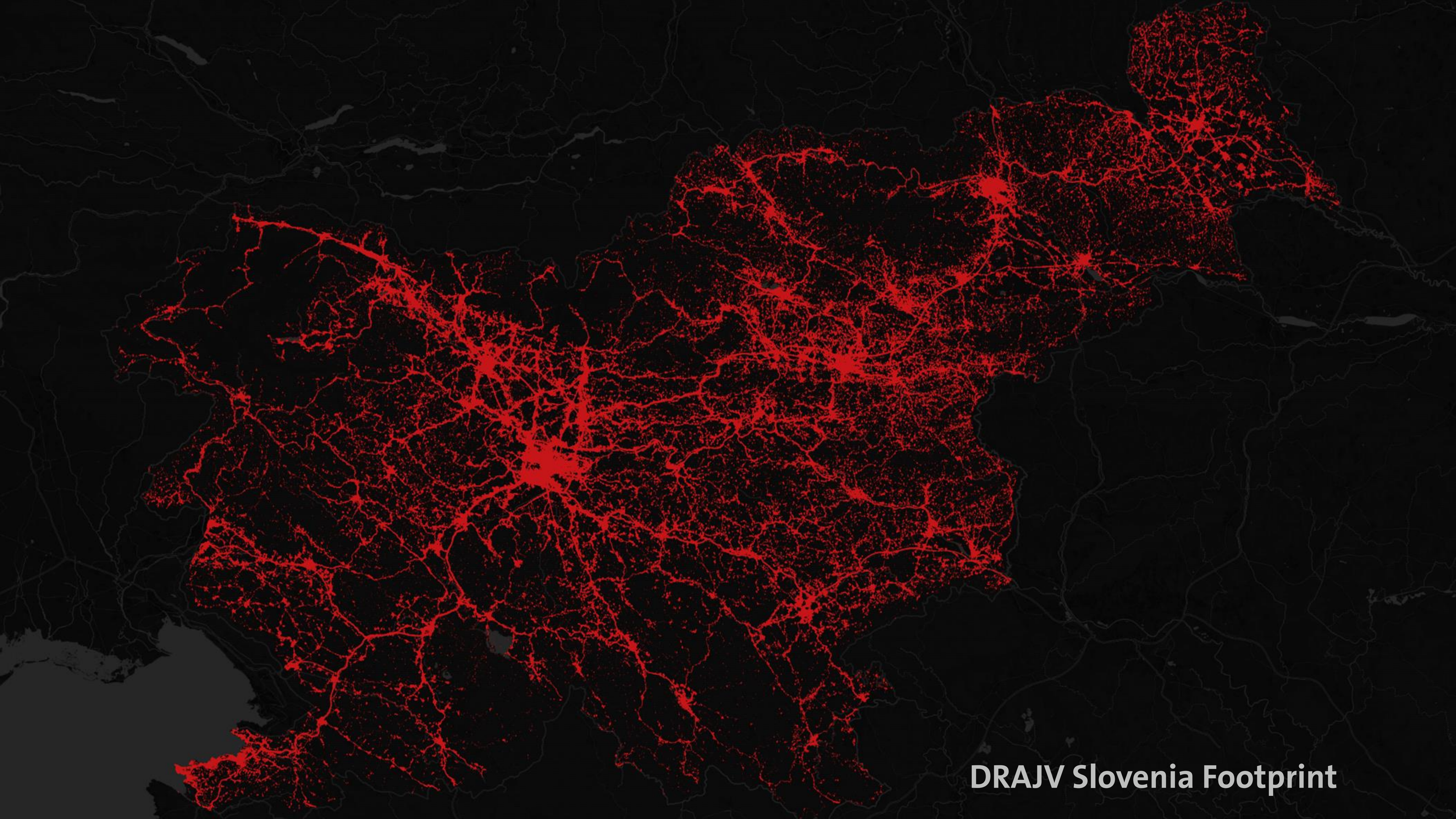




DRAJV World Footprint

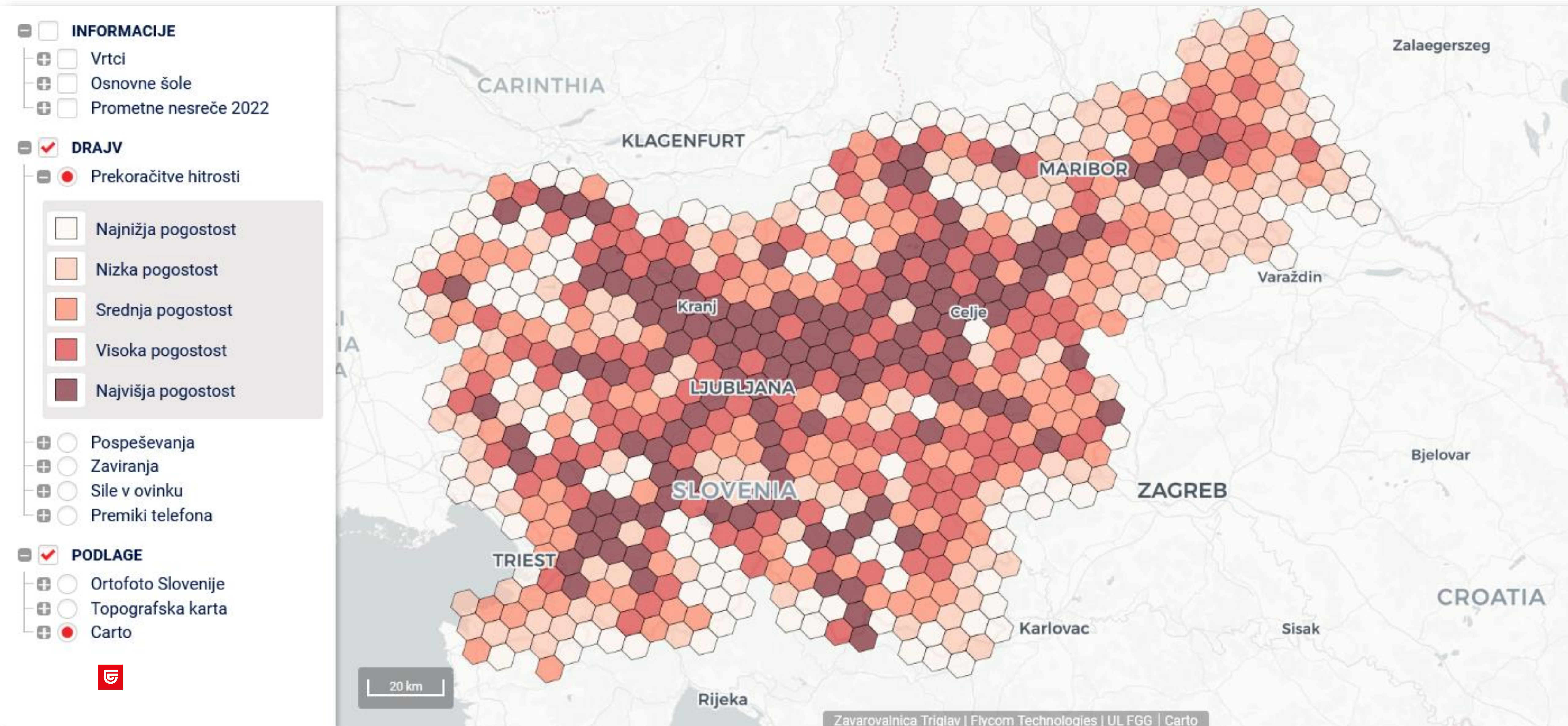
DRAJV Europe Footprint

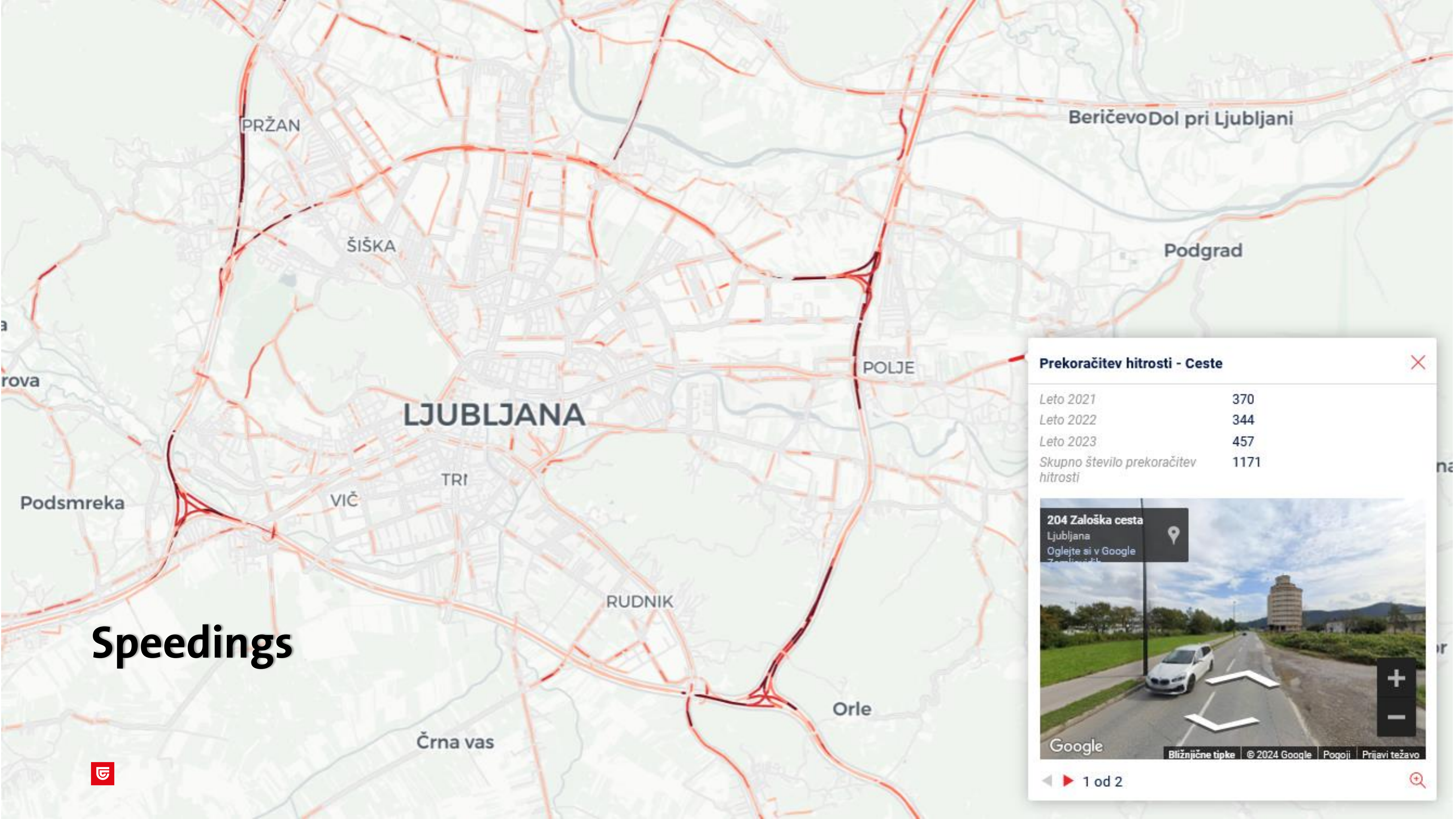




DRAJV Slovenia Footprint

DRAJV zemljevid – interactive web application, based on anonymized data collected with DRAJV app





Speedings



Prekoračitev hitrosti - Ceste ✕

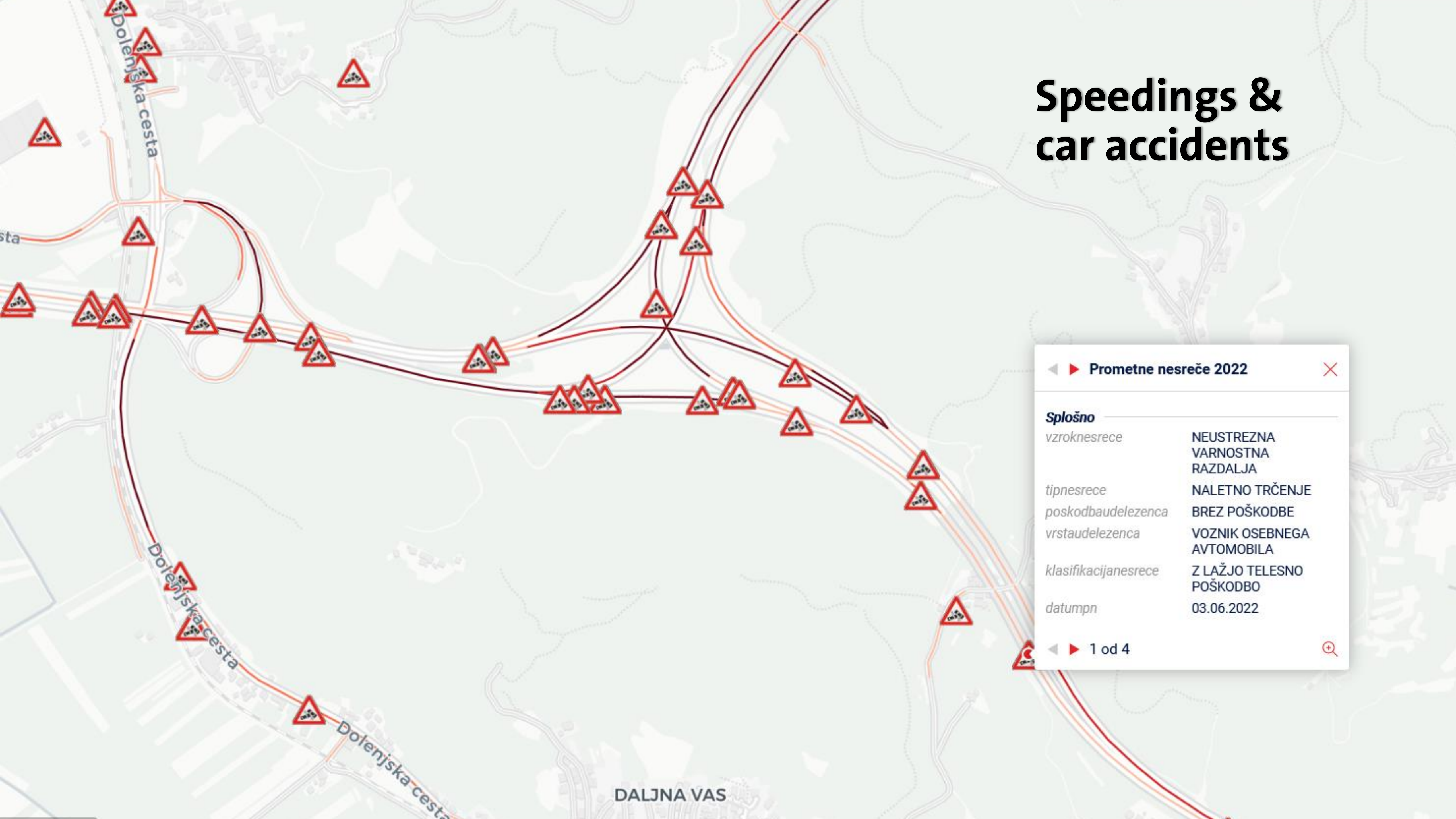
Leto 2021	370
Leto 2022	344
Leto 2023	457
Skupno število prekoračitev hitrosti	1171

204 Zaloška cesta
Ljubljana
Oglejte si v Google

Google Bližnjične tipke © 2024 Google Pogoji Prijavi težavo

◀ ▶ 1 od 2 🔍

Speedings & car accidents



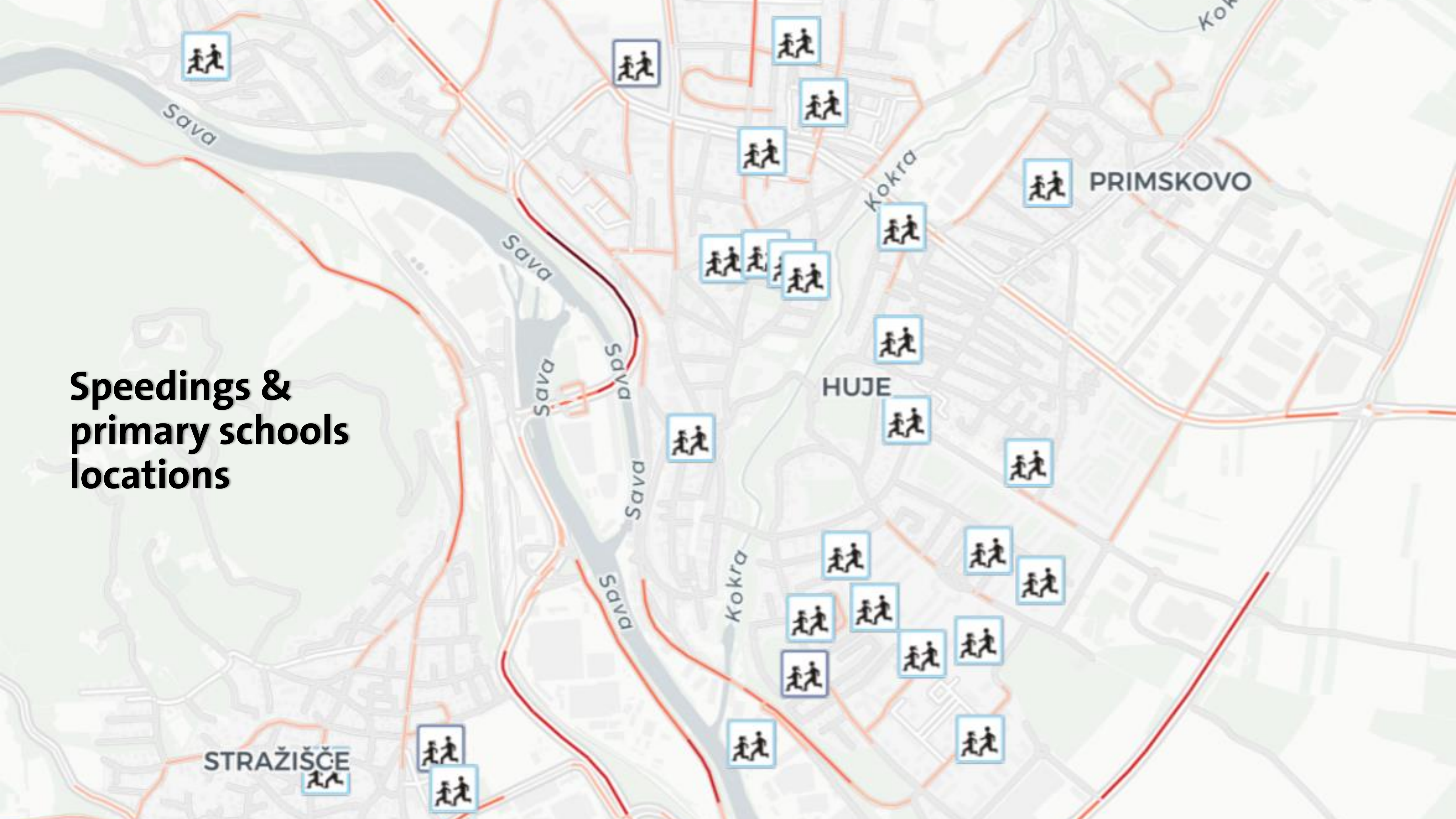
◀ ▶ Prometne nesreče 2022 ✕

Splošno

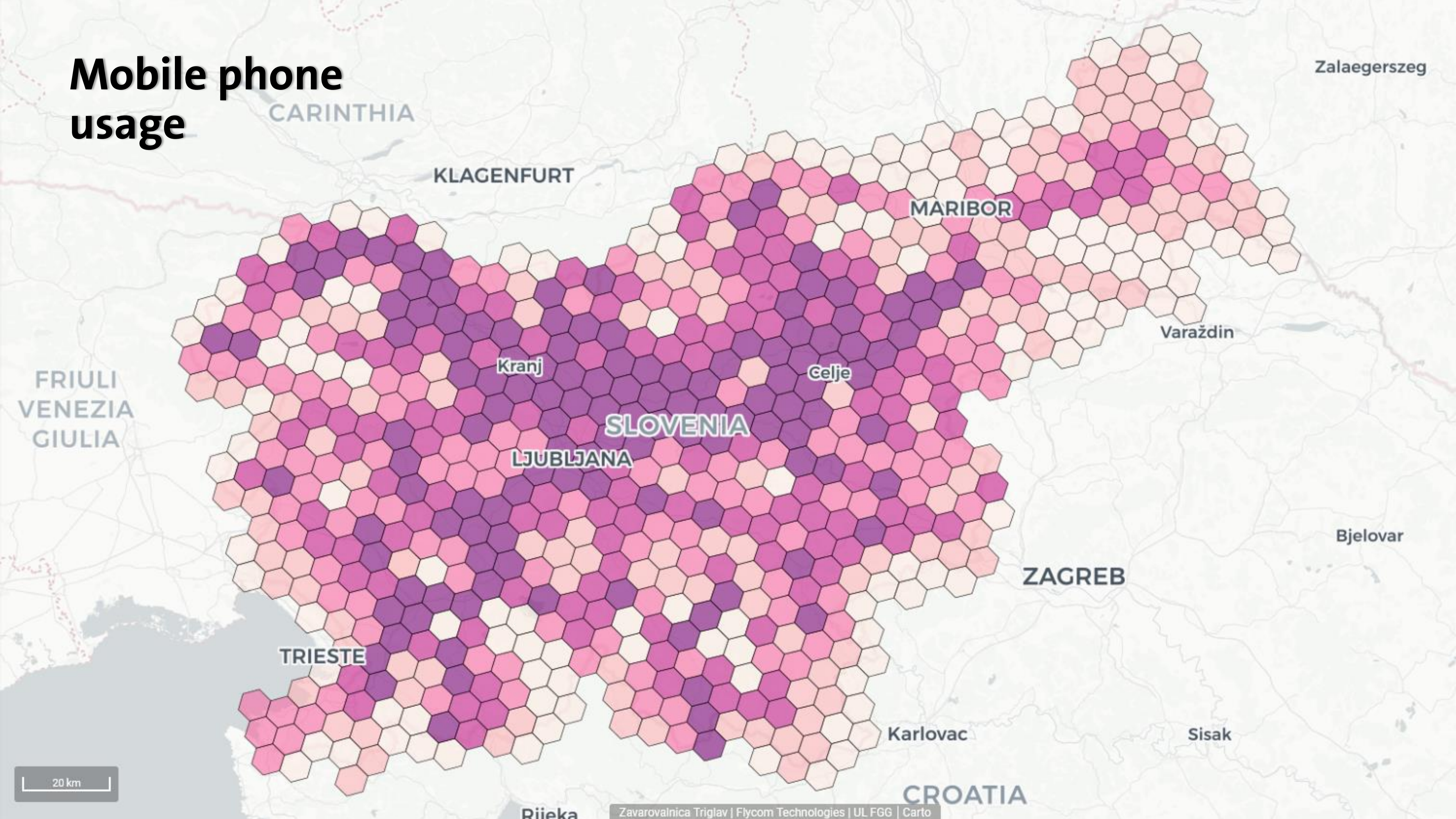
<i>vzroknesrece</i>	NEUSTREZNA VARNOSTNA RAZDALJA
<i>tipnesrece</i>	NALETNO TRČENJE
<i>poskodbaudelezenca</i>	BREZ POŠKODBE
<i>vrstaudelezenca</i>	VOZNIK OSEBNEGA AVTOMOBILA
<i>klasifikacijanesrece</i>	Z LAŽJO TELESNO POŠKODBO
<i>datumpn</i>	03.06.2022

◀ ▶ 1 od 4 🔍

Speedings & primary schools locations

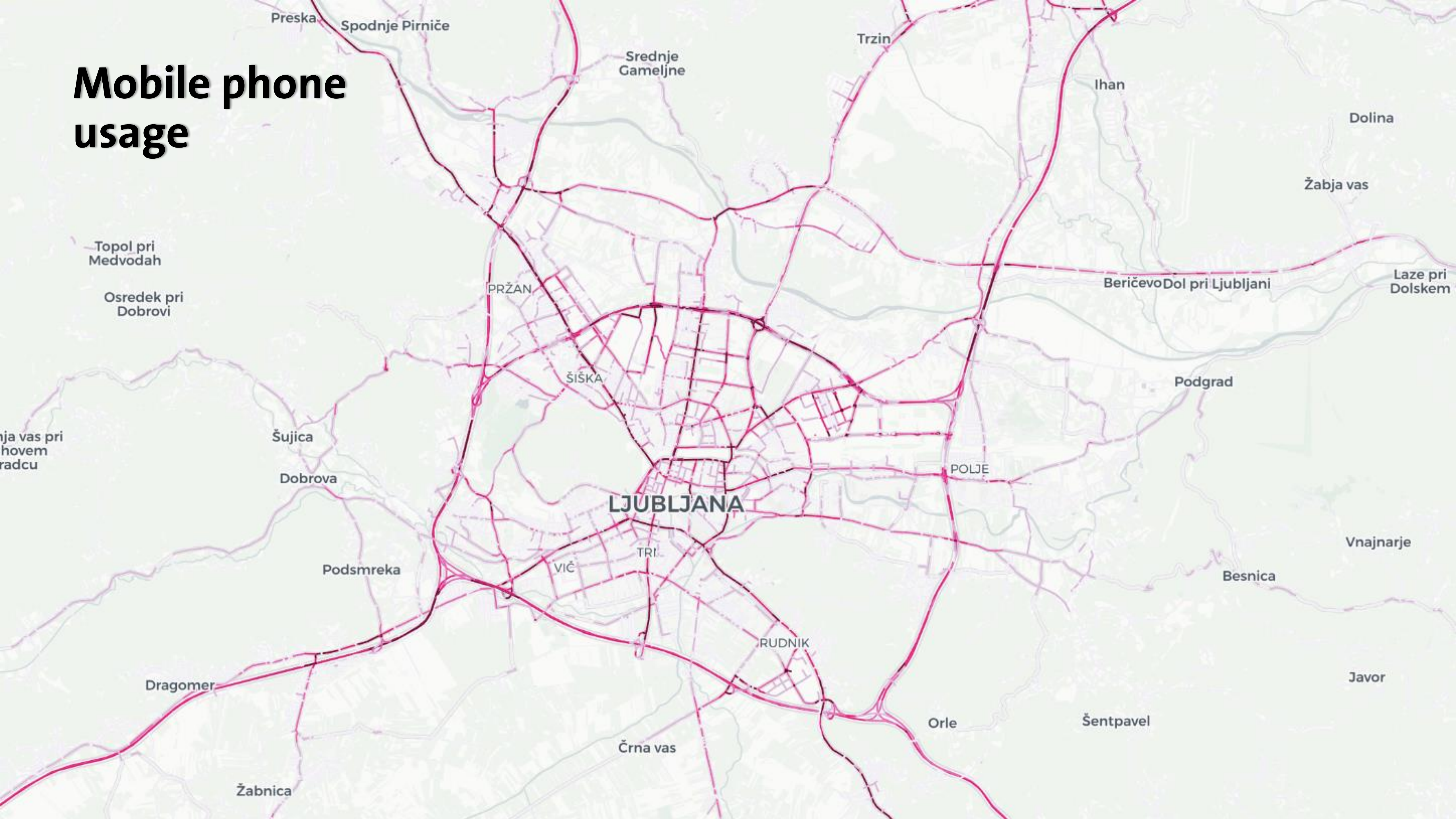


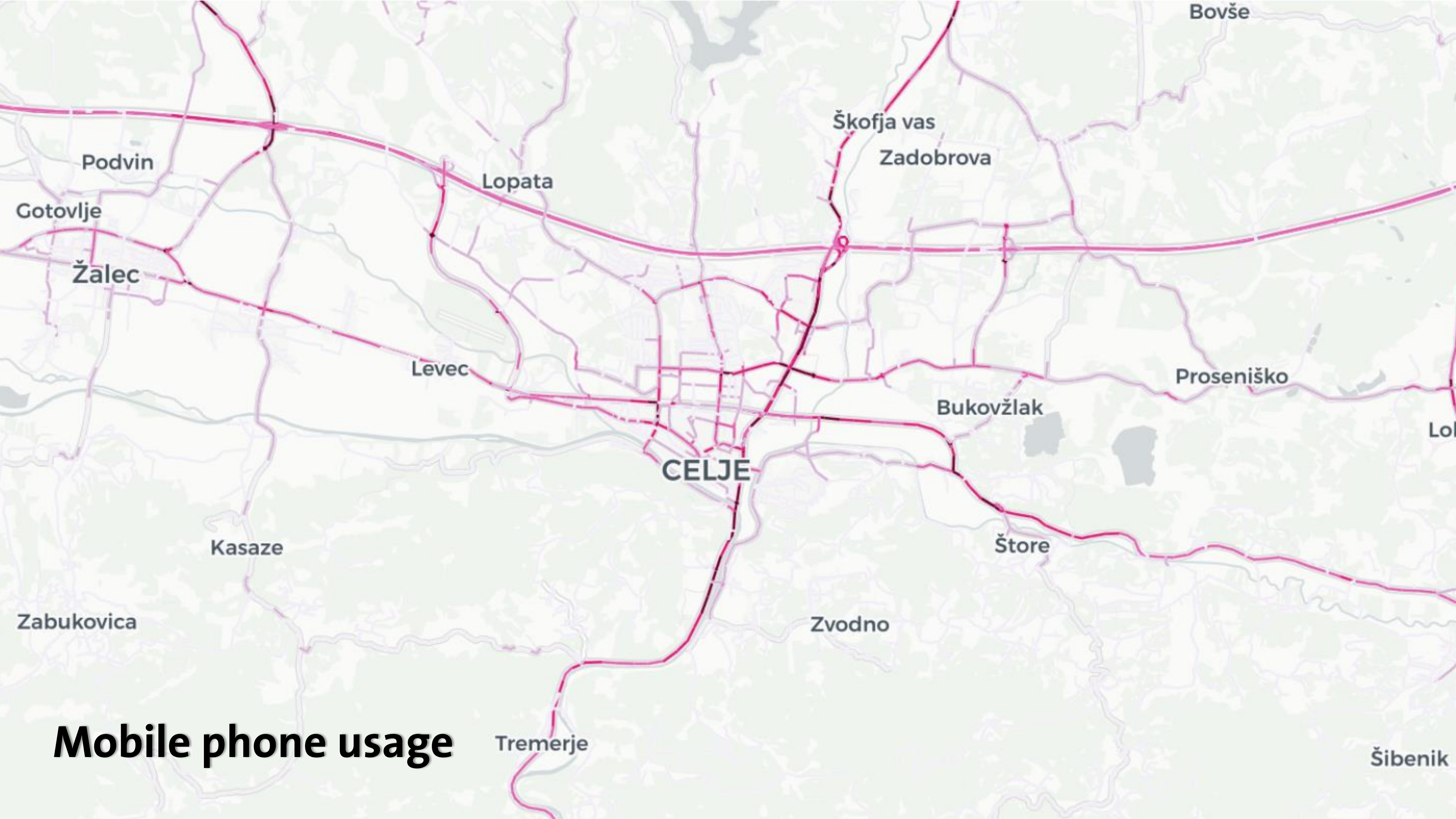
Mobile phone usage



20 km

Mobile phone usage

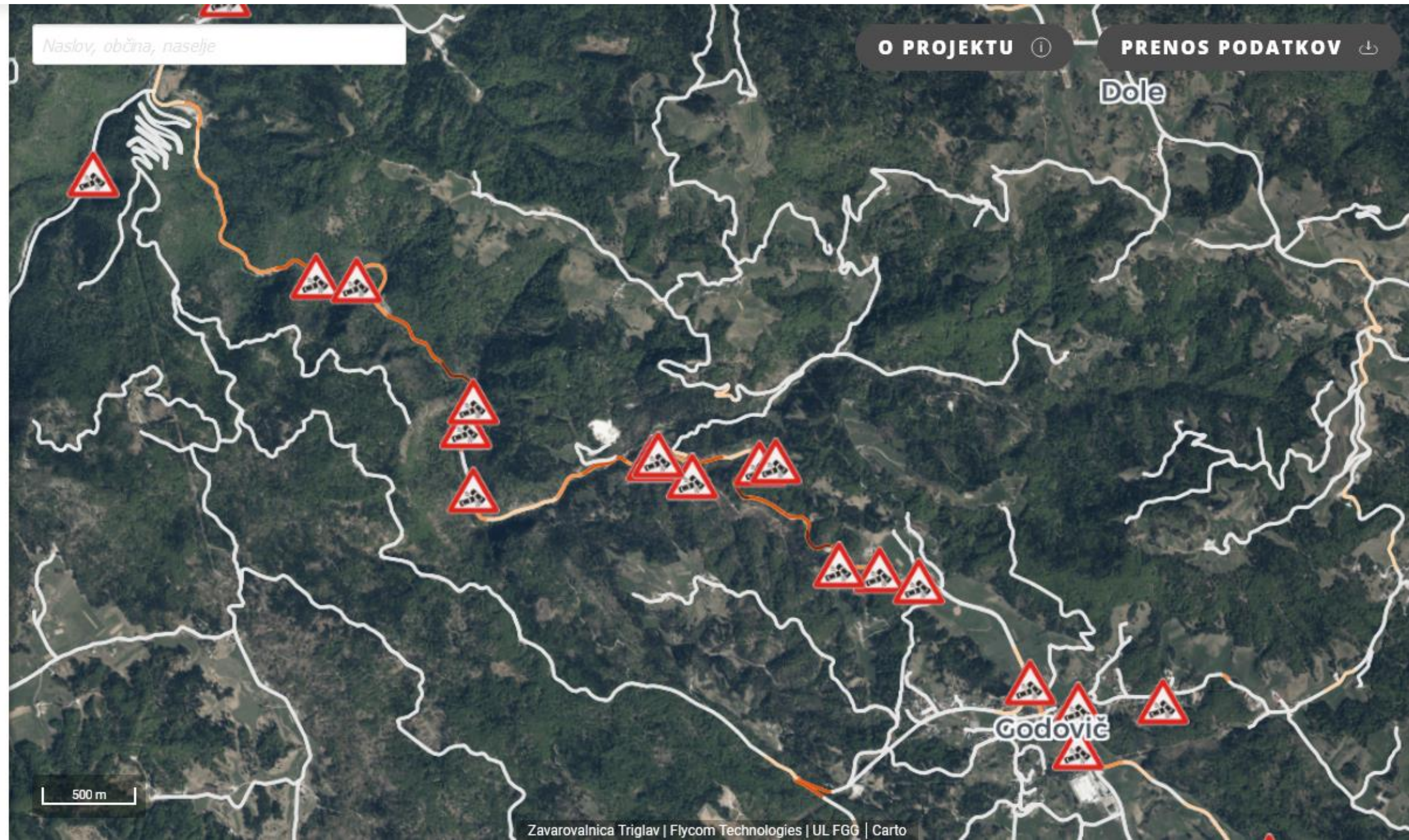




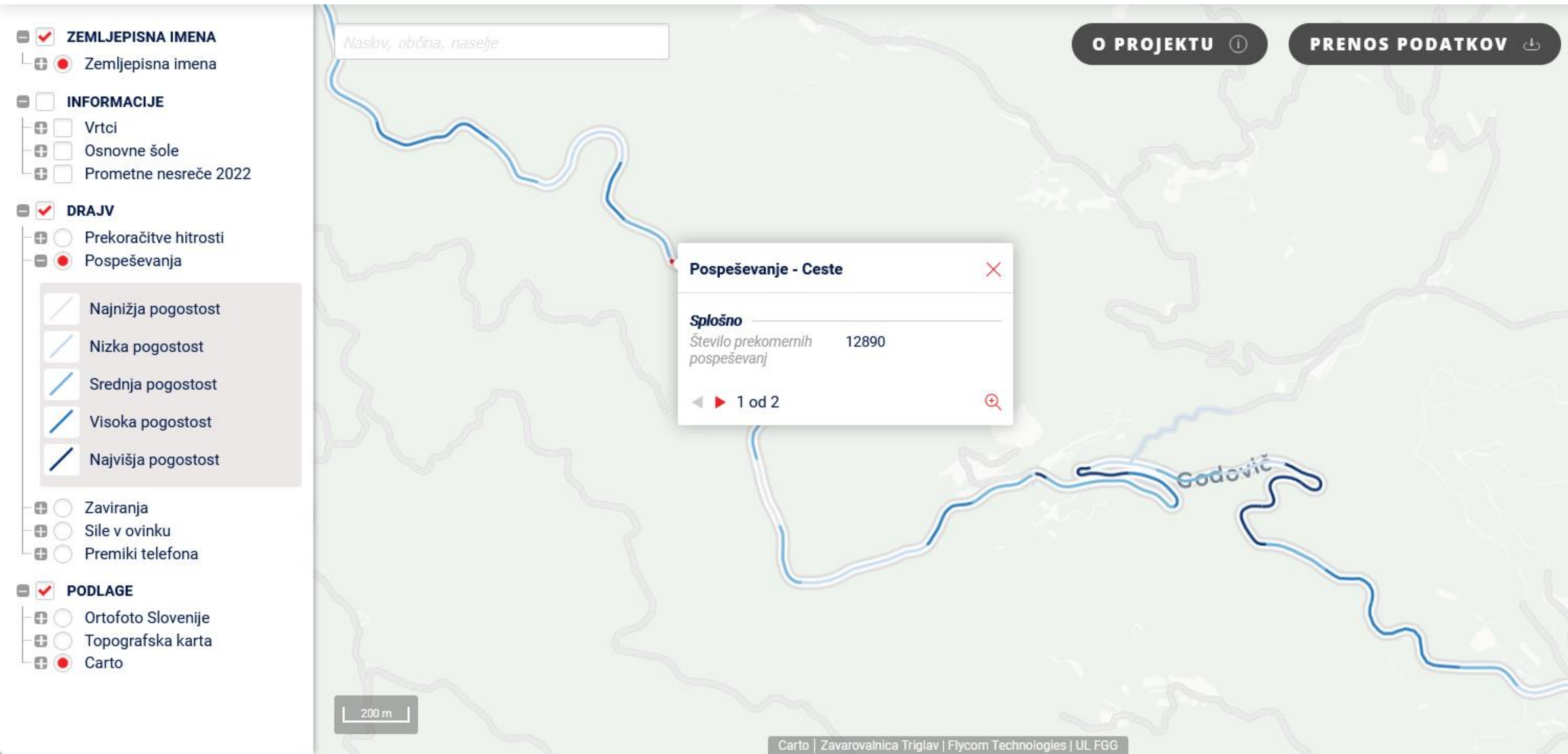
Mobile phone usage

Harsh cornerings & car accidents

- ZEMLJEPISNA IMENA**
 - Zemljepisna imena
- INFORMACIJE**
 - Vrtci
 - Osnovne šole
 - Prometne nesreče 2022
- DRAJV**
 - Prekoračitve hitrosti
 - Pospeševanja
 - Zaviranja
 - Sile v ovinku
- Najnižja pogostost
- Nizka pogostost
- Srednja pogostost
- Visoka pogostost
- Najvišja pogostost
- Premiki telefona
- PODLAGE**
 - Ortofoto Slovenije
 - Topografska karta
 - Carto

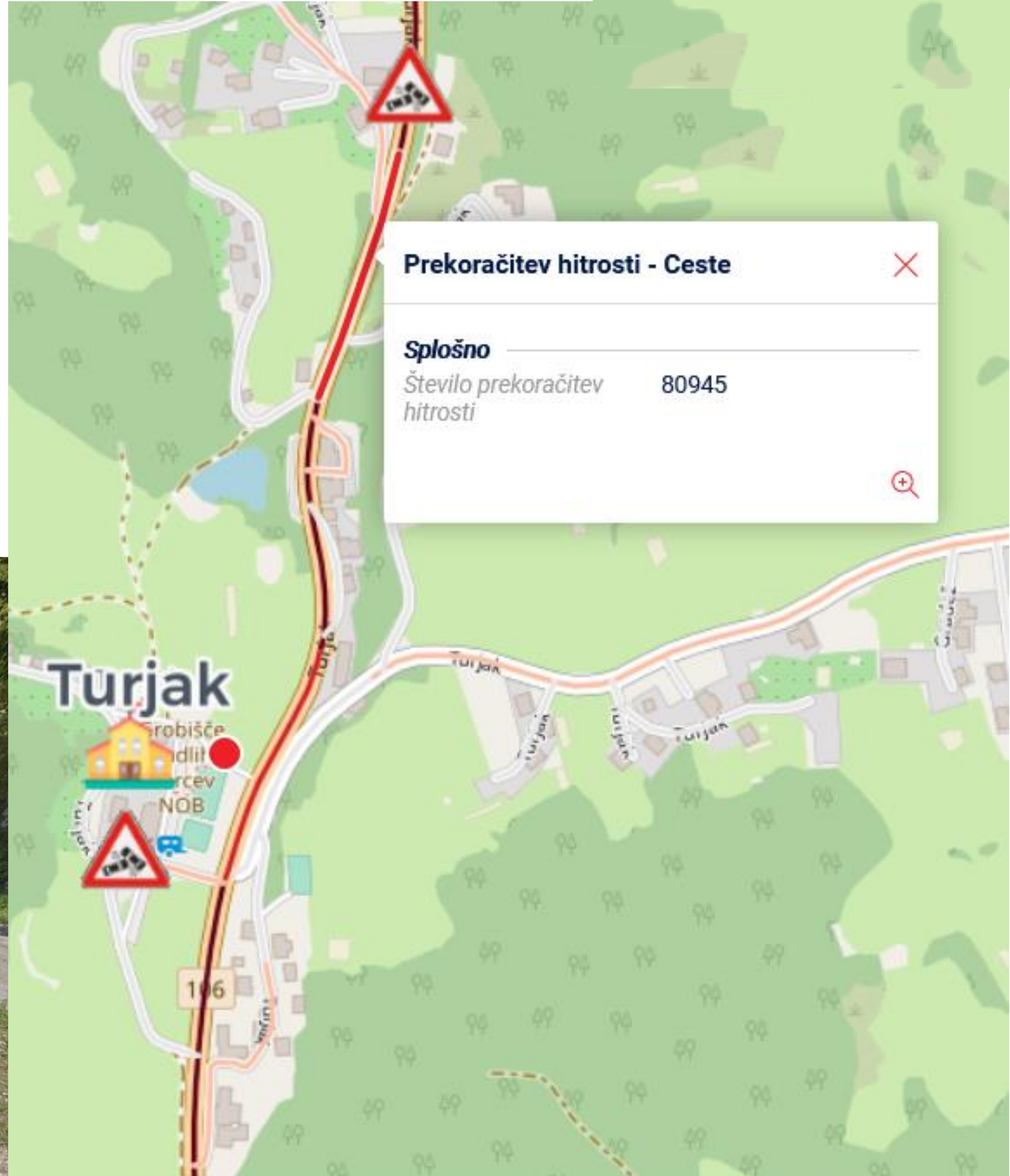


Harsh accelerations



One of the dangerous road sections identified with help of DRAJV data

80.000+ speeding events



Option to download data for additional analysis

Obrazec za prenos podatkov



Za prenos generaliziranih podatkov, zbranih z aplikacijo DRAJV, prikazanih v spletnem pregledovalniku, izpolnite spodnji obrazec.

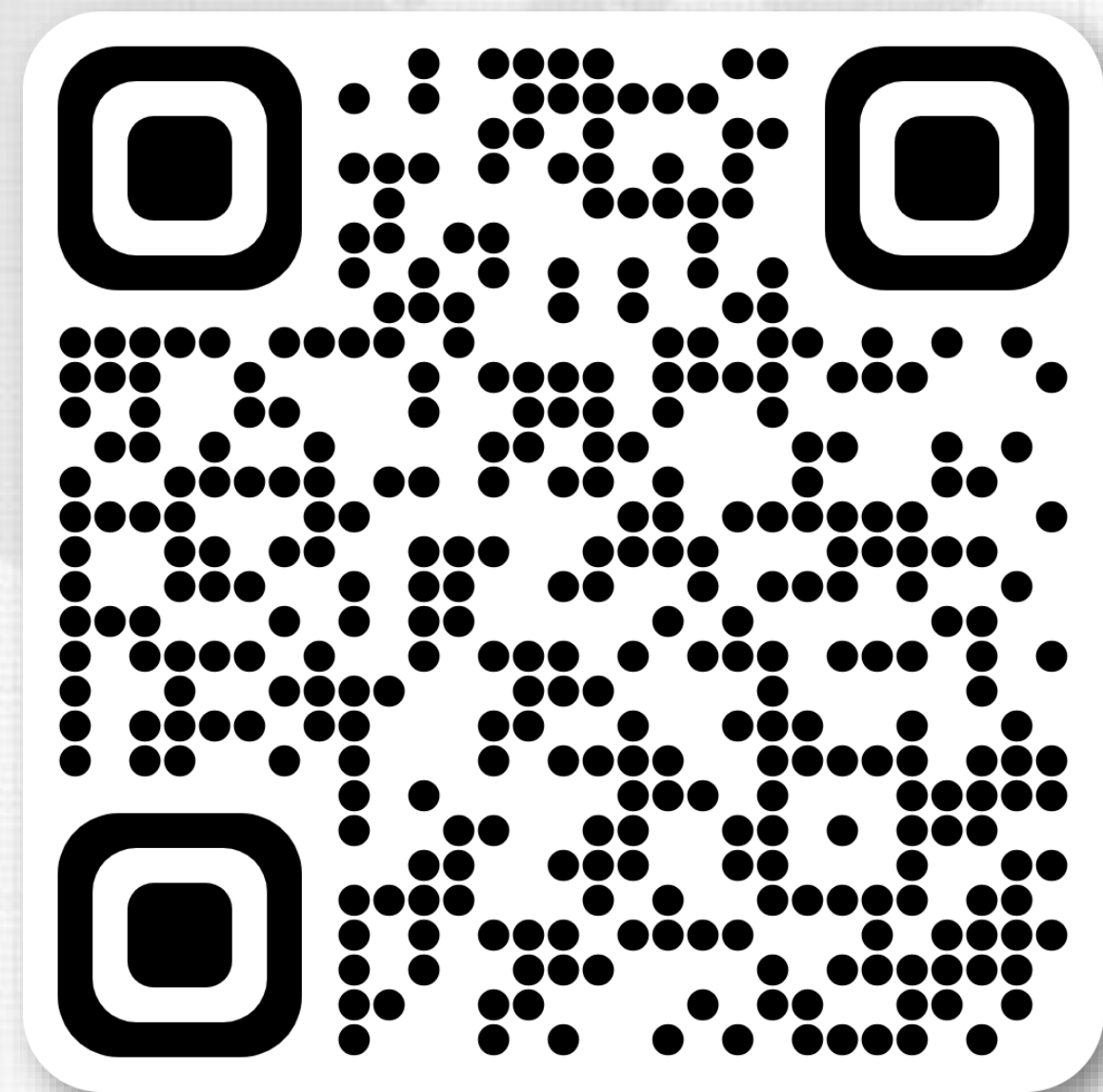
Podatki vključujejo naslednje generalizirane dogodke, ustvarjene z uporabo aplikacije DRAJV od 1. 1. 2021 do 30. 6. 2023 ter pripadajoče attribute:

- prekoračitve hitrosti (speeding);
- pospeševanja (acceleration);
- zaviranja (braking);
- sile v ovinkih (cornering);
- premike telefona (distraction).

Metodologija priprave podatkov in opis podatkovnih slojev sta priložena v paketu za prenos (ZIP datoteka).

Podatki se lahko uporabljajo prosto, pri čemer pa je obvezna navedba vira. To pomeni, da jih lahko z izpolnitvijo obrazca vsakdo pridobi in ponovno uporabi ter na njihovi podlagi izdelava nove produkte ali storitve z dodano vrednostjo.

PRENOS PODATKOV



drajv.triglav.si/zemljevid

➤ 5.000 „DRAJV“ media mentions

24UR

SLOVENIJA

Prometni zemljevid Slovenije: kje najpogosteje prekoračimo hitrost?

16. 05. 2024 06.00

Katere hitrostne omejitve Slovenci najpogosteje prekoračimo in kje naberemo največ kazenskih točk, ugotavlja nov zemljevid Drajv, ki prometne nesreče na...

DRAJV

PROJEKTU PRENEŠENOSTI

LJUBLJANA

Jutro na Planetu 09:10



DRAJV v svetu

Boštjan Kop
Zavarovalnica Triglav - vodja razvoja aplikacije DRAJV



› 5.000 „DRAJV“ media mentions



Examples of media releases and mentions

- Promocijski video aplikacije DRAJV: <https://www.youtube.com/watch?v=tMAK3WWsaWY>
- Mnenja uporabnikov aplikacije: <https://www.youtube.com/watch?v=SwWwDmdGw28>
- Nadgradnja aplikacije DRAJV z »DRAJV zemljevidom«: <https://www.youtube.com/watch?v=RsaRYdoErqY>
- Povzetek aktivnosti med letoma 2015 in 2023: <https://www.youtube.com/watch?v=ravfb7DsjdE>
- Strokovni članek »DRAJV mobile application as an example of telematics and GIS usage in insurance«: https://doi.org/10.3986/9789610506683_19
- DRAJV app - dileme slovenskih DRAJVerjev: <https://www.youtube.com/watch?v=3HbxNfiDkZs>
- DRAJV zemljevid pokaže tri kritične točke slovenskih cest - kako jih rešiti?: <https://www.youtube.com/watch?v=esxiif5HmxU>
- Zemljevid DRAJV ponuja podatke o vožnjah: <https://365.rtv slo.si/arhiv/dnevnik/175018893>
- S pomočjo napredne tehnologije našli način, kako izboljšati varnost na cestah: <https://www.planet-tv.si/clanek/s-pomocjo-napredne-tehnologije-nasli-nacin-kako-izboljsati-varnost-na-cestah>
- Prometni zemljevid Slovenije: kje najpogosteje prekoračimo hitrost?: <https://www.24ur.com/novice/slovenija/prometni-zemljevid-slovenije-kje-naberemo-najvec-kazenskih-tock.html>