

# Mobileye ADAS increases safety on the world's most complicated roads

## India's Dangerous Road Conditions



On Indian roads

**150,000**  
fatalities and  
**460,000**  
injuries  
occur every year.

Accident-related deaths

**17**   
every hour  
or one death every

**3.5**   
minutes.



Seasonally brutal weather conditions, including **monsoons**, create **hazardous driving conditions**.



The country's intensely crowded roads are full of obstacles, including **pedestrians, bicycles and animals**.



In a country with **1% of the world's vehicles**, India claims

**11%** of global road fatalities.<sup>1</sup>

### Mobileye's Solution

## ADAS Dramatically Reduces Road Fatalities

Advanced driver-assistance systems (ADAS) are a collection of technologies for motor vehicles, designed to increase safety and alleviate some of the burdens of driving.

ADAS sensors monitor the driving environment in front of and around the vehicle. They warn the driver of impending danger or, in some cases, actively take measures to avoid collisions.

**94% of car crashes** are caused by human error.<sup>2</sup> ADAS features like automatic emergency braking (AEB) **decrease the likelihood of injury by as much as**

**56%**<sup>3</sup>

# Mobileye Technology and the Mahindra XUV700

- Mobileye ADAS technology used in the Mahindra XUV700 was adapted for Indian road conditions including uneven surfaces, often absent road markings, and streets populated with a unique array of vehicles. Algorithms were trained to recognize bicycles, rickshaws, buses with outriding passengers and trucks piled with cargo. Pedestrians presented additional challenges; beyond their sheer volume, Indian pedestrians are often dressed in flowing clothes and laden with packages and cargo, resulting in unusual shapes for computer-algorithms to identify.
- Dozens of the world's leading automakers use Mobileye's camera-based ADAS solutions. Mobileye technology has been incorporated into more than 80 million vehicles to date and is offered on hundreds of models currently on the market around the world.
- Mahindra & Mahindra is the first Indian automaker to bring a vehicle to market incorporating Mobileye ADAS. These custom technological breakthroughs pave the way to safer roads and ultimately, lives saved.

