



PRESS RELEASE

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Boulogne-Billancourt – July 11th, 2022

Michelin acquires RoadBotics, a start-up specialized in road infrastructure computer vision

- **Artificial intelligence at the service of road network safety**
- **Reinforcement of Michelin's expertise related to Mobility Intelligence**
- **Further illustration of Michelin's ambitions around tires**

Michelin has announced the acquisition of RoadBotics, a US company specialized in road infrastructure images analysis.

Founded in 2016, RoadBotics leverages artificial intelligence to analyze visual data collected on roads by cameras (mainly smartphones). Thanks to RoadBotics' *computer vision*¹ know-how, the images are transformed into actionable insights which helps road managers to identify priority maintenance areas.

With this acquisition, Michelin is fostering the development of services and solutions already offered by MICHELIN DDi (Driving Data to Intelligence), a Group activity committed to analyzing data and driving behavior.

The computer vision expertise developed by RoadBotics, combined with MICHELIN's DDi know-how, will provide unique insights on near-misses root causes based on driving behavior. As a result, their decisions will be easier, faster, more relevant and their management of road safety more efficient. The service will initially be available in North America before being rolled out in Europe.

"This new acquisition is in line with Michelin's growth strategy around tires. With the acquisition of RoadBotics, Michelin strengthens its expertise in artificial intelligence supporting a smarter and safer mobility. Combining its unique knowledge of tire/vehicle uses, driving behavior analysis and Roadbotics computer vision expertise, Michelin is enriching its services and solutions offer portfolio to road managers helping them to optimize and secure road networks", declared Lorraine Frega, Executive Vice President - Distribution, Services & Solutions, Strategy, Innovation & Partnerships of the Michelin Group.

¹**Computer vision** describes an artificial intelligence technique enabling the analysis of images collected by equipment such as cameras. This AI-based technique helps to recognize images, understand them and process the information obtained from them.



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For further information, <https://ddi.michelin.com/>
<https://fr.linkedin.com/showcase/ddi-michelin>

About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing, producing and distributing the most suitable tires for its clients' needs and uses; providing services and solutions to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 177 countries, has 124,760 employees and operates 68 tire production facilities which together produced around 173 million tires in 2021. (www.michelin.com)

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+33 (0) 1 45 66 22 22

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27 cours de l'Île Seguin, 92100 Boulogne-Billancourt