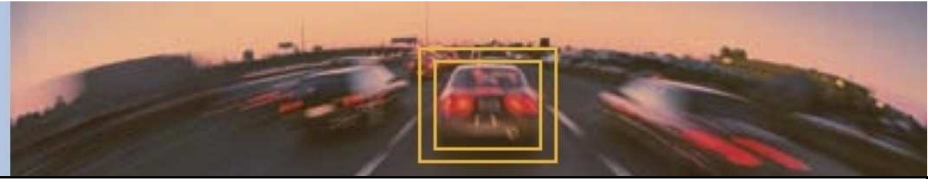


MOBILEYE®

Our Vision. Your Safety.™

Effectiveness – Key facts





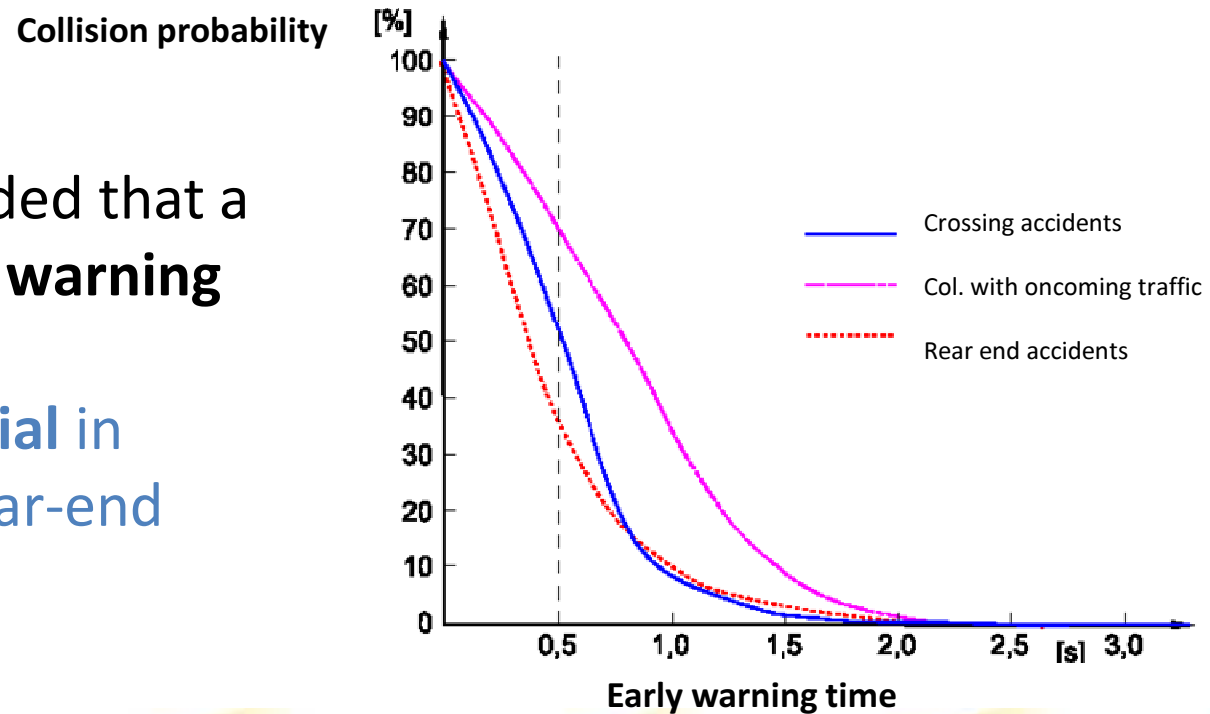
EFFECTIVENESS STUDY

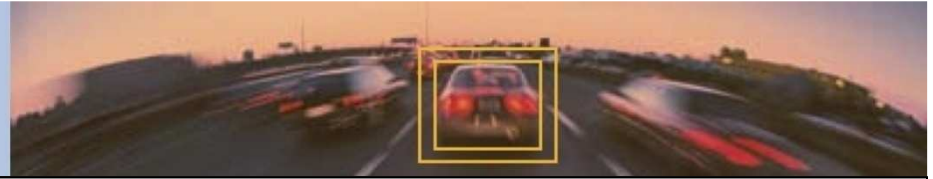


In February of 2009, the Swiss insurance firm AXA Winterthur conducted a study on the link between collisions and cases of whiplash.

The study concluded that a **forward collision warning system** will have

a **high potential** in preventing rear-end collisions.





TNO – THE DUTCH GOVERNMENT

In 2009, the Dutch government commissioned a study to determine the effectiveness of various driver assistance systems at preventing collisions.

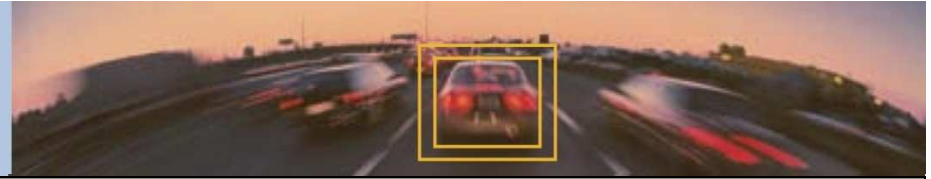


Rijkswaterstaat
Ministerie van Verkeer en Waterstaat

The results were astounding:

“ The majority of participants in the pilot are satisfied with AWS. They find the system easy to use and believe that driving with both LDW and HMW is conducive to road safety. This is due to the fact that drivers’ adapt their driving behavior (in a positive sense) in order to minimize the number of warnings. Participants also maintain their distance better, use their indicators more often and maintain their direction on the road more effectively. Furthermore, they also find the task of driving to be less demanding overall. ”



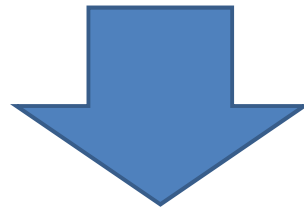


TNO – MAIN FINDINGS

2000 Trucks with the system installed

A control group of 400 trucks (no Mobileye)

1 Year Testing and 77 million kilometers



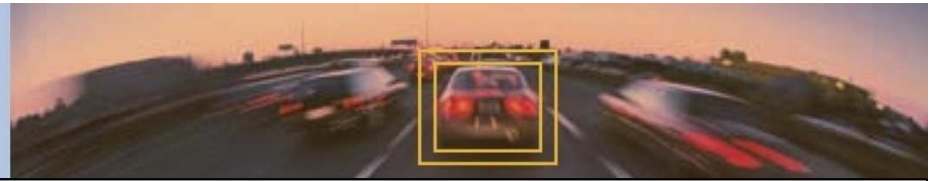
No Collisions
(11-13 Expected)

5 Collisions
(4-5 Expected)

LDW effective

FCW effective





DRIVING BEHAVIOR (MOBILEYE-FITTED FLEETS)

Data from a Coca Cola's European sales manager fleet using Mobileye® technology over 19 weeks in 2010.

