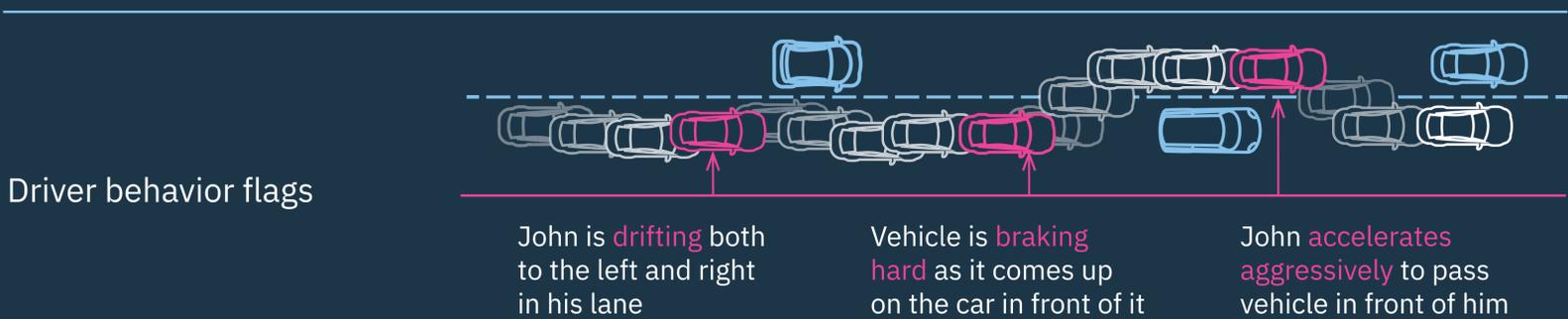


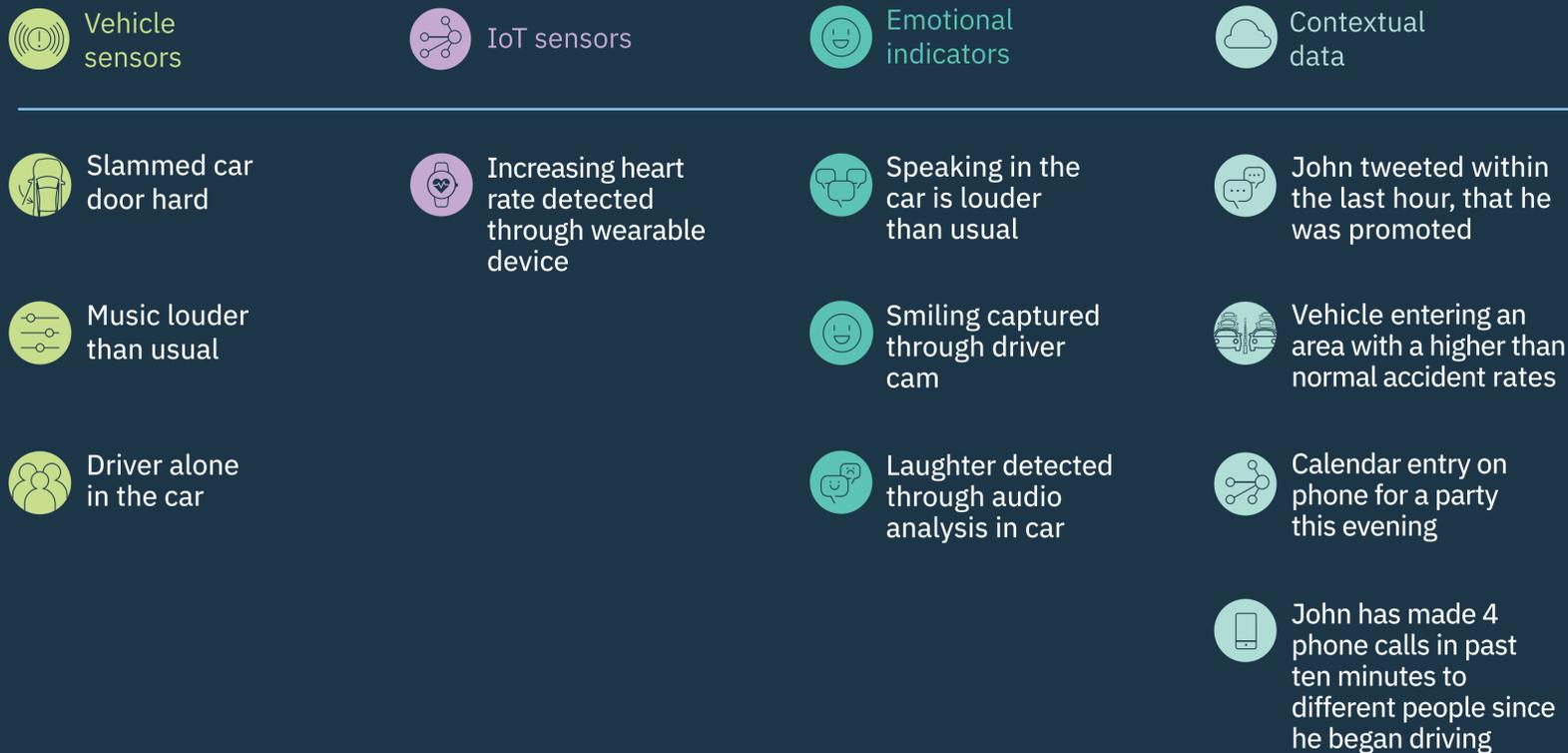
Your car can keep you safer if you let it get to know you.



Vehicle detects that it is being driven erratically and putting the occupants in potential danger



Trigger car to search for Behavioral Indicators:



Vehicle remedies:

- Car gives verbal warning to slow down and informs John he is driving unsafely
- Vehicle also informs John that he is entering an area with a higher than usual accident rate
- Both brake and accelerator vibrate as John touches either of them
- Vehicle asks John whether it can turn on adaptive cruise control and set to the speed limit
- Vehicle congratulates John on his promotion and asks if it can reserve a ride-share vehicle to take him to and from his party that evening

Your car can understand your emotions and ensure you maintain control behind the wheel.

To learn more about how IBM and Watson can keep drivers safe: ibm.co/CarsThatCare01