

GreenRoad prevents bridge strikes with smarter driver alerts

How GreenRoad and HERE help fleets minimize accidents and protect drivers with real-time safety alerts

Industry: Fleet management, Logistics

Region: The United Kingdom (UK), Europe

HERE products used: HERE Map Data, HERE Road Rules & Regulations, HERE Road Infrastructure & Usage

Key results



50–70% fewer

bridge and tunnel collisions thanks to timely driver alerts



Up to 15% lower

operational costs through safer, more efficient driving



Up to 33% reduction

in insurance costs with improved safety record

GreenRoad needed

A reliable way to prevent bridge strikes

GreenRoad is a global leader in digital fleet safety telematics and driver behavior management. They provide highly-accurate driving data that improves fleet safety and driver behavior through effective real-time coaching, predictive AI and advanced fleet analytics.

One critical safety challenge GreenRoad faced with customers was preventing bridge strikes — incidents where tall vehicles collide with low-clearance bridges. These accidents put drivers and passengers at risk, while causing costly vehicle damage, service disruptions, and insurance claims.

“Every day and in everything we do, it’s always about how we save lives and how we can improve the lives of not only the drivers, but also passengers.”

Nadav Baron,
VP Product and Technology, GreenRoad



To prevent such occurrences, GreenRoad needed precise, always up-to-date map data with attributes such as bridge heights and road restrictions, delivered globally and available both online and offline.

Why HERE?

Accuracy and coverage

800+ map attributes across 200+ countries, with industry-leading quality, coverage and freshness.

Flexibility

Ability to customize datasets, enable offline use, and exceed customer expectations.

Innovation

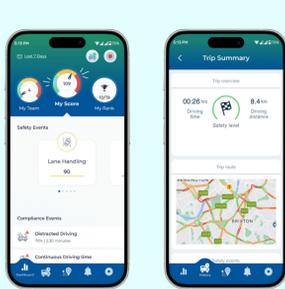
Advanced APIs and fleet-focused capabilities that accelerate product development.

HERE delivered

Fresh, flexible and fleet-ready data

Through reseller partner ADCi, GreenRoad integrated HERE Map Data along with Road Rules & Regulations and Road Infrastructure & Usage. These datasets provided the foundation for GreenRoad’s driver alert systems, ensuring drivers receive real-time, context-aware notifications — whether on highways, city streets or rural roads.

“The basic building block of everything we had to do was the HERE data. Without it, we could not create or build anything in that context,” said Nadav Baron, Vice President of Product and Technology for GreenRoad.



HERE’s global coverage and frequent updates give GreenRoad confidence that drivers will be warned about posted speed limits, low-clearance bridges and road restrictions. The freshness of the data is critical emphasized Nadav Baron, “Some areas or some roads are frequently changing, so we need to have the data very fresh and up to date.”

By combining GreenRoad’s in-vehicle systems with HERE’s precise map data, fleets can reduce the risk of accidents, increase compliance, and improve safety.

“It was important for us to have offline maps for some of the data layers we were using. HERE was a natural candidate for that — in fact, maybe the only candidate that fit this model.”

Nadav Baron,
VP Product and Technology, GreenRoad

GreenRoad gained

Safer roads and stronger business impact

GreenRoad’s solution is already transforming safety for fleets across the UK and beyond. Customers such as Stagecoach, the UK’s largest bus operator, adopted GreenRoad’s low bridge alert system powered by HERE data. The results were clear: a significant reduction in bridge strikes soon after implementation.

Sharon Vye-Parminter, Health, Safety and Environment Director for Stagecoach, said “To see so many of our drivers receive Fleet Elite and Master Fleet Elite status is a real testament to the quality of our teams across the UK and their commitment to driving safely and efficiently.”

“Smoother, fuel-efficient driving is safer and provides more comfortable journeys for our customers, as well as helping to cut our carbon footprint and meet our sustainability targets,” said Vye-Parminter.

“Once we launched the product with our customers, the change was immediate. The rate of low bridge accidents went down in a significant way.”

Nadav Baron,
VP Product and Technology, GreenRoad



Beyond reducing accidents, GreenRoad helps fleets cut operational costs, lower insurance premiums, and improve overall driver behavior. At the same time, GreenRoad has expanded its market reach by offering advanced safety features that open doors to new customer segments.

With HERE data at its core, GreenRoad continues to push forward on its digital transformation, shifting from hardwired devices to AI-driven, digital-first solutions that deliver smarter, more timely alerts without overwhelming drivers.

Want to follow in GreenRoad’s footsteps?

[Get in touch](#) →

About GreenRoad

GreenRoad is a global leader in digital fleet safety telematics and driver behavior management. We provide the industry’s deepest driving data that improves fleet safety and driver behavior through effective real-time coaching, predictive AI and advanced fleet analytics. Our driver focused solution reduces accidents, fuel, emissions, and operational costs and increases EV range. Our solutions can be deployed across any vehicle in any location in minutes and provides a single platform to track fleet, manage safety and identify potential risk in real time. We’ve been helping fleets since 2004, empowering 100s of companies across 70 countries.

About American Digital Cartography, Inc. (ADCi)

Founded in 1988, ADCi has consistently focused on providing digital map data and services to engineers, GIS professionals and developers. We pride ourselves on providing consistent, top-notch customer service that focuses on our customer’s needs first. We believe that our in-depth expertise, fast response and ethical business standards are what set us apart from our competitors.

About HERE Technologies

HERE is the global leader in mapping and location technology. For 40 years, we’ve been powering innovation for the world’s most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry’s freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at [here.com](#).

This document is for informational purposes only and does not constitute commercial or technical advice. Individual results may vary, and HERE Technologies makes no guarantees regarding outcomes.