GM Future Roads: Working Toward a Future With Zero Crashes

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In 2022, more than 42,000 people were killed on U.S. roads, according to the National Highway Traffic Safety Administration. But at General Motors, we do not believe vehicle crashes are inevitable. Traffic fatalities do not have to be a way of life.

GM's vision is a world with zero crashes, zero emissions and zero congestion. The only way to achieve zero crashes is to make an unwavering commitment to reach this important goal. GM stands by this commitment. And that is one of the main reasons why we launched GM Future Roads.

The transportation industry is witnessing the dawn of a new era with the emergence of extensive data sets and powerful analytics capabilities. GM Future Roads was established to lead this dynamic evolution of Intelligent Transportation Systems (ITS), using connected vehicle data to provide a holistic view of the roadway.

With safety as a priority, GM Future Roads joined forces with INRIX to introduce Safety View, a cloud-based data analytics solution. Safety View translates detailed safety data from multiple sources into actionable insights, giving transportation departments a new perspective on their transportation networks. With this new information, these agencies can assess a range of traffic risks, identify dangerous roads, prepare compelling documentation for funding applications, prioritize critical safety projects, and measure the impact of their efforts on the community.

Bringing GM's Vision to the Public Sector

GM Future Roads is the right initiative at the right time, and GM is the right company to actualize the vision of zero crashes for several reasons:

A History of Safety: GM engineering, technology and design are focused on safety, and this is most evident in our on-vehicle features including Advanced Driver Assistance Systems, Automatic Emergency Braking [(1)] and camera-based Forward Collision Alert [(1)] to name just a few. GM also works with nonprofit organizations — such as the National Safety Council and MADD (Mothers Against Drunk Driving) — to help educate and promote the safety of drivers, passengers and vulnerable road users. GM Future Roads extends this mission by bringing GM's ongoing safety commitment to assist transportation professionals.

Deep Domain Knowledge of Vehicles and the Roads They Drive on: GM is world-renowned for our vehicle engineering expertise. We have unrivaled domain knowledge about vehicles — and how they respond to the road — and we are building on that industry leadership to deliver new tools to address the needs of state, regional and municipal departments of Transportation).

The Largest Fleet of Connected Vehicles in North America: GM Future Roads harnesses the data output from more than 15 million GM-connected vehicles on U.S. and Canadian roadways, the largest fleet of CVs on the continent. Every day, GM cars and trucks are generating a massive set of anonymized, aggregated and accurate data through our connected services — offering a real-world view of safety on every segment of road.

Extensive Software Development Expertise: Although GM is known as the maker of America's favorite cars, we are not only about automotive manufacturing. Software development has been integral to GM for years, and GM Future Roads is supported by an experienced team of high-tech industry veterans dedicated to building innovative applications that make a difference for governments, businesses and consumers.

Collaboration With Industry-Leading Allies: We are not pursuing our safety mission alone. For example, on Safety View, GM Future Roads is teaming with INRIX, a technology provider with a deep understanding of the public sector's needs, and a proven ability to create smart mobility solutions.

Making GM's Vision a Reality

GM Future Roads is aligned with the Vision Zero strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. Safety View is specifically designed to help transportation departments optimize their Vision Zero plans.

We also develop our solutions with USDOT safety programs in mind, such as SS4A (Safe Streets and Roads for All) and SMART (Strengthening Mobility and Revolutionizing Transportation).

In addition, GM Future Roads is a member of ITS America and a trusted partner to the ITS community. We fully support ITS America's vision: "A better future transformed by transportation technology and innovation. Safer. Greener. Smarter. For all."

Looking to that future, Safety View is just the first step in the GM Future Roads journey. It is the initial product in a growing portfolio of data-driven software solutions that will empower transportation departments to improve safety, traffic flow and sustainability.

For GM Future Roads, a world with zero crashes, zero emissions and zero congestion is more than an ideal — it is our destiny, and we will be working with transportation agencies every day to turn that vision into reality.