

Safer driving during challenging weather conditions with telematics solutions

By **Victor Meir Avraham**

With over 2 million weather-related accidents reported each year, according to [Car Insurance Comparison](#), the challenges of driving in adverse weather conditions become increasingly significant. These include icy roads, limited sight caused by snowfall, and even the freezing cold, all of which can intensify the demands of each journey. The dropping temperatures and continuous exposure to snow and ice cause mechanical problems and reduce vehicle performance, which can directly speed up wear and tear. As a result, vehicles must be perfectly maintained to face these winter conditions. When facing such difficulties, problems like frozen fuel and exhaust blockages due to snow can quickly become pressing issues. These may come with compromised vehicle performance, reduced fuel efficiency, and the heightened risk of accidents. Controlling speed is also essential, particularly in the case of loaded trucks, as they have significantly shorter braking distances. The optimal coordination of braking, maintaining the right distance, and managing speed becomes crucial in ensuring safety on the road in such conditions.

This article explores how Ituran's telematics solutions help drivers tackle the challenges of navigating through hazardous winter driving conditions.

Tracking driving behavior and safety in real time

[Ituran's driver behavior and safety solution](#) addresses such challenges, so that the risks caused by unpredictable weather can be reduced. It not only tracks and monitors driving habits through its advanced multidimensional accelerometer sensor but also provides individual scores for each driver, as well as the fleet manager. This scoring is based on various parameters such as sudden braking, acceleration, and sharp turns.

Real-time monitoring can also detect aggressive driving patterns and promptly alert the driver, as well as the fleet manager, ensuring heightened safety awareness even in the most challenging winter weather scenarios.

Accident reconstruction

The accident reconstruction interface captures precise details, providing accurate data on accelerations and forces, with features like auto-alerts in case of accidents.

Moreover, real-time monitoring identifies abnormal behavior, such as aggressive driving, and promptly alerts drivers. In the event of accidents or incidents, notifications are sent and crucial data is automatically saved for future analysis. The intuitive web and mobile interface ensures that both fleet managers and drivers have access to real-time and historical data to enhance performance and safety.

Distress button

If someone gets stranded in tough winter conditions, the system has a distress button, which acts like a guardian, ready to provide assistance at the push of a button, looking out for the driver's safety. For instance, if the driver is incapacitated in a distant area, this feature proves invaluable, ultimately saving lives.

BI Vision Zero Module

[Ituran's ADAS integration](#) - Vision Zero Module, effectively categorizes all events associated with risks involving vehicles and pedestrians or cyclists. It includes a comprehensive analysis of high-risk routes based on the number of events, location, days of the week, and time. The valuable insights generated by this module enable fleet managers to strategically reduce risks, by making informed decisions to optimize routes and schedules. This enhances safety for fleets and pedestrians, while also improving fleet management efficiency.

Vehicle health: Ensuring optimal winter readiness

[Ituran's vehicle health system](#) provides a continuous stream of real-time data that covers a wide range of vehicle metrics — from engine speed and temperature to the precise positioning of the brake pedal. Such insights empower fleet managers and individual car owners to anticipate potential issues before they escalate. For instance, if a vehicle's temperature readings consistently trend higher than average, preventive maintenance can be scheduled to avoid a breakdown in the middle of a snowstorm.

Staying connected with video telematics and driver monitoring system

Integrating [video telematics](#), that align seamlessly with [Ituran's FMS platform](#), helps drivers stay alert and drive responsibly, while also giving fleet managers real-time insights.

With live footage, fleet managers get a clear view of drivers' behavior and events such as drowsiness, distractions, unsafe driving, driver smoking and use of a mobile phone while driving, events which may have a serious impact on the safety of passengers.

Ituran's integrated [DMS](#) solution promptly detects signs of driver fatigue or distraction, when these attentiveness issues are detected, the system triggers a voice alert to help the driver regain control of the vehicle.

Those solutions are designed to record these critical moments, ensuring there's a detailed account of the situation for review and analysis.

Get ready for the winter season confidently with Ituran's telematics solutions, ensuring efficient and cost-saving travels, as well as proper fleet management during these challenging conditions.

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About the author

Victor Meir Avraham has been with Ituran since 2021. He currently serves as the company's International Distribution Strategist, where he applies his knowledge and experience in empowering Ituran distributors around the globe through effective logistics, training, and technical solutions.

Read more about Ituran's fleet management solutions [right here](#).