



## IturanMob and Griip Announce Global Partnership to Provide Real-Time Telemetry and AI-Powered Insights to Race and Track-Day Drivers of All Levels

The IturanMob telemetry solution, combined with Griip’s AI-powered analytics platform, expands real-time analysis capabilities and accelerates the digital transformation of the motorsport sector; the partnership aims to connect thousands of vehicles by the end of 2026.

IturanMob, the mobility and technology arm of Ituran Brazil, announces a global partnership with Griip, an Israeli company recognized as a leader in motorsport data analysis. Under this agreement, IturanMob becomes Griip's official IoT technology provider, enabling real-time collection and processing of vehicle performance data across Sport Driving and Motorsport categories.

The global implementation of the solution is already underway and is expected to reach thousands of connected vehicles by 2026, marking a significant advancement in high-performance motorsport. *“IturanMob’s technology is raising the bar for global motorsport. With our onboard telemetry, we can process critical information instantly and with high precision, and deliver it to the Griip platform for analysis. This represents a new frontier for teams and the public - an increasingly intelligent, connected, and safe race. Drivers and instructors will now be able to use professional-level analysis tools,”* highlights Paulo Henrique Andrade, CEO of IturanMob.

The telemetry system developed by IturanMob collects, processes, and transmits performance data in real time to the Griip Performance cloud platform, enabling detailed analysis of acceleration, braking, cornering, driving behavior and critical events such as mistakes and anomalies. The data is presented through intelligent, intuitive web-based dashboards that help drivers of any level - as well as teams and engineers - access advanced insights directly on their mobile devices, instantly and in real time, and improve performance using accurate, continuous metrics.

Griip, founded in Israel and operating globally, is one of the most innovative companies in the motorsport technology sector. Backed by Porsche Ventures and working with Manthey - a world leader in racing performance and engineering - as a technical partner, Griip is recognized for transforming raw telemetry into actionable insights for drivers and instructors. With IturanMob’s technology, Griip expands its processing and analysis capabilities, achieving higher levels of precision while increasing accessibility and scalability across all motorsport categories - from professional series to amateur track-day drivers.

“This partnership is a perfect synergy. IturanMob’s technology allows us to reach every track driver and deliver the data insights they need to improve their driving experience and unlock their full potential. Simply install the IturanMob device, register on the GriipPerformance platform, drive - and every insight you need is delivered directly to you. This level of accessibility represents a new standard in motorsport.” said Tamir Plachinsky, founder and CEO of Griip.

The partnership also extends to international projects, such as those carried out with the Skip Barber Racing School and the New Jersey Motorsports Park, where the combined solutions are already being applied in tests and competitions.

### **About IturanMob**

IturanMob is the global mobility and new technology division of Ituran, an Israeli multinational operating in Brazil and several other countries, including Israel, the United States, Argentina, Chile, Colombia, Mexico, and Ecuador. The company offers solutions for vehicle theft prevention and recovery, fleet management with advanced telemetry, vehicle-sharing technology, and mobility platforms focused on rental and subscription markets.

Ituran employs over 3,000 people and serves more than 2.6 million customers worldwide. The company has been operating in Brazil for over 23 years, consistently delivering outstanding results based on unmatched efficiency indexes.

### **About Griip**

The Griip Technology democratizes motorsport data, delivering AI-driven, personalized insights that elevate racer performance and deepen fan engagement. The result is a more accessible, connected, and intelligent motorsport experience.

By collecting data from timing systems and vehicle telemetry, Griip generates real-time insights that make motorsport easier to understand, more engaging, and more performance-driven. With partnerships across leading racing series, schools, teams, tracks, and manufacturers, Griip is building the world’s most comprehensive racing data layer - unlocking new opportunities for engagement, performance improvement, and the future of AI-driven motorsport experiences.

