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Real World C-V2X Uses

to Improve VRU Safety

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The Problem

37% increase in cycling fatalities in the last 10 years

The Cause

“I didn’t see them.” the most common cause of crashes and deaths

“I Didn’t See Them”

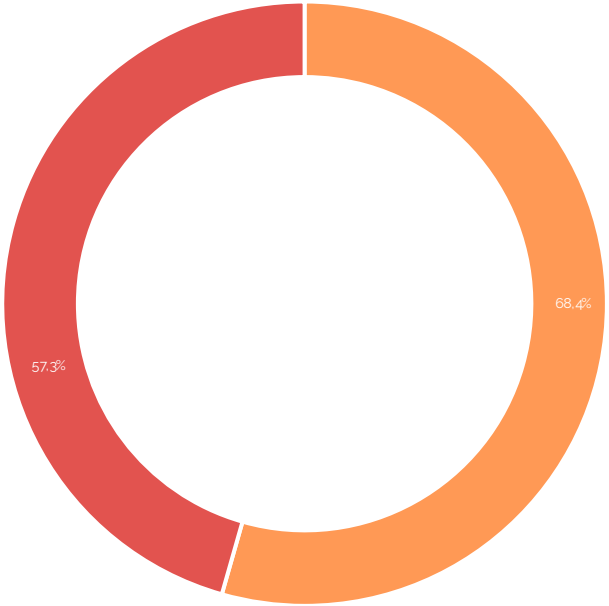
Is a proxy for failure of awareness

Common scenarios of danger:

- Cyclists unexpectedly appearing mid-block
- Riders emerging suddenly from behind parked vehicles

Why drivers fail to see riders:

- Distraction or inattention
- Expectation bias
- Blind spots or obstructions



Crashes happening outside intersections

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The most common scenarios
of crashes and fatalities

20%	10%	10%	20%	40%
Left turn hits	Right turn hits	Door/Blind spots	Intersection hits	Rear end hits

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From Missed to Seen
Enhanced proactive awareness can mean the difference between a near-miss and a fatality.

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Spoke empowers VRUs with our proprietary VRU2X™ software and advanced C-V2X technology—protecting riders today and shaping safer cities for tomorrow.

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Cars and bikes connected - for the first time, ever.

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Prioritizing People
The New Era of C-V2X
STOP

The New Era of C-V2X

Prioritizing People

- C-V2X technology started with vehicles and infrastructure
- Now we're expanding it directly to cyclists and pedestrians.
- We can't do this alone
- Together with industry leaders like **Audi** and **Qualcomm**, and innovative municipalities like **Peachtree Corners**, we're driving immediate action.

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Signs Aren’t Enough

From Static Warnings to Digital Awareness

Today

Tomorrow

The Future is Ready, Today.

Deploy Today

C-V2X technology for VRU protection is fully developed and ready to deploy immediately

Vision Zero

Municipalities with Vision Zero commitments have a clear, immediate solution available.

Human-Centered

Our approach directly addresses the needs of VRUs actively demanding better safety solutions.

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If your city wants measurable improvements in VRU safety, reach out directly. We'll show you exactly how to deploy effectively now.

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Let‘s make ,
“I didn‘t see them“
a thing of the past

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Allianz
Connected.
Seen.
Safe.
Let's connect