

Greentech Capital Advisors is pleased to announce the following transaction:



**GCA's Client:**

SmartDrive Systems gives fleets and drivers unprecedented driving performance insight and analysis, helping save fuel, expenses and lives. Its innovative video analytics platform identifies risk and captures video from multiple vantage points around the commercial vehicle, which is combined with engine computer, sensor and GPS-enabled data to deliver real-time analysis, predictive analytics and other programs that improve the commercial driver's skill and efficiency while operating the vehicle.

With a database of over 200 million real-world risky driving events across seven billion miles driven (and growing at a rate of one billion miles quarterly) and an open architectural platform design, SmartDrive has been able to rapidly innovate in the areas of risk identification, sensor fusion, compliance and security, fuel efficiency and actionable performance metrics.

SmartDrive Systems is based in San Diego, California, and employs over 650 people worldwide.

**Key Points of Interest:**

- SmartDrive will leverage the investment to fuel its continued growth in video analytics and transportation intelligence, with a particular emphasis in the areas of R&D, sales and marketing, and expansion in North America and international markets.
- Michelin's investment in SmartDrive continues the expansion of its strategy for fleet telematics and mobility services internationally.
- "The transportation sector is at the forefront of today's technology innovation curve. This investment from one of the world's foremost safety brands will help us continue our fast-paced innovation, allowing us to serve new verticals and expand our business into new markets," said Steve Mitgang, CEO of SmartDrive.

For additional information about this transaction, please contact:

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### **About Us**

Our mission is to empower companies and investors who are creating a more efficient and sustainable global infrastructure. We are purpose-built to ensure that our clients achieve success. We have deeply experienced senior bankers and investment professionals who are sector experts and understand our clients' industry and needs. We reach a vast global network of buyers, growth companies, asset owners and investors, and thereby provide clients with more ways to succeed through a deeper relationship network. We have directly relevant transaction experience which enables us to find creative structures and solutions to close transactions. We are an expert team of 55 professionals working seamlessly on our clients' behalf in New York, Zurich and San Francisco and through a strategic partnership in Japan. Our team of experienced bankers and investment professionals provides conflict-free advice and thoughtful, innovative solutions, and we do so with an intensely focused effort that does not stop until our clients achieve success.

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