



Trip Trends: Instantly Available Roadway Volume Insights that help Prioritize Investments



Easy Access to the Most Up-to-Date Passenger, Fleet, and Long-Haul Indices Globally

INRIX IQ Trip Trends is a cloud-based service that provides an index, to measure changes in trip volumes, travel time and vehicle miles traveled (VMT) on highways and roadways in cities around the world. Presented in a dashboard format, the summary data enables easy comparison of historical trips to current trips for passenger vehicles, local fleets, and long-haul trucks. API access to the underlying data is supported, facilitating easy integration into business intelligence tools.

Travel and shipment practices and volumes are impacted by many factors, from sporting events and construction to weather and (as we've recently learned) pandemics. Trip Trends provides continually updated insights that can be visualized in the Trip Trends UI or easily integrated with your BI tools by means of API access to underlying data. Through daily updates, subscribers are able to see trends as they emerge. Understanding these shifts in travel as early as possible is crucial for businesses and agencies to make the best funding decisions and adjustments to resources.

Observing changes in volume and driving patterns is essential in a world forever altered by the COVID-19 pandemic. Trip Trends enables businesses to quickly analyze and understand mobility changes on a regional basis across the globe, and because INRIX distills big data into key indices and presents them via a dashboard, the platform provides significant insights and is incredibly easy to use.

- Scott Sedlik, INRIX SVP, Public Sector and Enterprise

A Valuable Economic Trend Tool for Many Types of Entities

Cities & Road Authorities

Access to fresh, reliable trip data can help planners prioritize road improvements, inform gas tax calculations, estimate changes in pollution, and more.

Fleet & Automotive

Trip Trends' VMT statistics are correlated with the health of the aftermarket industry; the more miles driven, the more maintenance, repair, and replacement of vehicles will be required. Fleet managers also use Trip Trends to enhance route planning for on-time deliveries.

Retailers

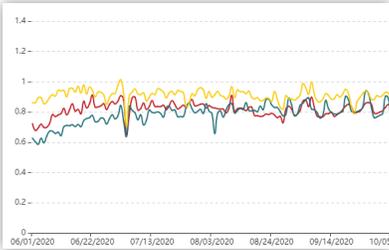
Retail location evaluation and investment decisions are improved by the ability to identify the true trade area for every site and understand changes in trip patterns.

Financial Services & Investors

Trip Trends information can help drive smarter investment decisions. For example, a change in VMT can be an indicator of whether economic activity is increasing or decreasing.

An Intuitive Platform Packed with Features & High-Quality Insights

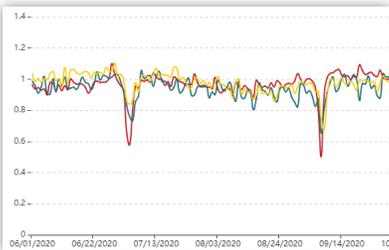
When you sign up for the Trip Trends service, travel insights for more than 390 markets in 34 countries are just a few clicks away. Details are broken down by trip type, which includes Passenger Vehicle, Long-Haul Freight and Local Fleet trips. Details are also available at the state, city and postal code level. Metrics are normalized and seasonality can be included.



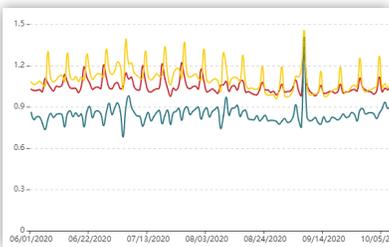
Vehicle Miles Traveled: Understand trends for VMT before Covid-19, during Covid-19, and as we emerge out of Covid-19, based on the combination of seasonal factors (leveraging 2017-2019 data) and observed values.



Trip Duration: Quickly access day-by-day changes by area for average trip durations as traffic congestion returns post-pandemic.



Trip Count: Easily obtain daily changes in the number of trips traveled for a city, state, or country.



Average Travel Distance: Access the average trip distance for each region, vehicle type, and time period.

Trillions of Trips Ensure Data Integrity Robust Coverage and Details

Trip Trends is derived from hundreds of incoming data sources that provide INRIX with anonymous vehicle speed and location reporting in real time - meaning that Trip Trends is based on billions of data points and hundreds of millions of trips per day around the globe.

Fast, Fresh, and Flexible Insights

The most current data in the industry is available to help businesses and agencies quickly understand the trips that are happening on the roadways in which they are interested.

Easily Visualize and Compare Trends

Like all tools in the cloud-based INRIX IQ platform, Trip Trends is easy-to-use, highly visual and intuitive. By simply logging in, professionals of all skill levels can easily access index charts and understand changes in key travel measurements.

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