# INRIX Cross Border Insights

Directional observed probe counts of U.S. border activity to help monitor supply chains, assess policy impact, and forecast trade-driven risk.


## KEY BENEFITS

### Border Visibility

Track observed probe counts of vehicle flows within hours to monitor trade disruptions & supply chain shifts.

### Early Risk Detection

Identify sourcing changes, margin risks, and potential supply chain slowdowns early.

### Granular, Crossing-Level Data

Details for specific U.S. land border crossings to uncover disruptions not visible in aggregate data.

## KEY USE CASES

### Investment Risk Analysis

Anticipate earnings risks for firms tied to cross-border trade activity.

### Supply Chain Monitoring

Track freight bottlenecks, slowdowns, and diversions that reflect changes immediately.

### Policy Impact Assessment

Measure how new tariffs and trade policies affect critical industries and regions.

## Cross-border intelligence to help analyze supply chains, assess policy impact, & forecast trade-driven risk.

Global trade policies are shifting rapidly, creating new risks for supply chains, logistics networks, and investment portfolios. Tariffs, regulatory changes, and political uncertainty are disrupting the natural flow of goods across U.S. borders, making traditional visibility tools insufficient for proactive decision-making.

The **INRIX Cross Border Insights** data set is designed to fill this gap. Leveraging connected vehicle data, it offers timely tracking of commercial and consumer vehicle observed probe counts across every major U.S. land border crossing—covering more than 140 crossings along the U.S.-Mexico and U.S.-Canada borders.

Built for investors, economists, supply chain professionals, and logistics planners, it provides critical intelligence to assess risk, plan strategies, and capitalize on emerging trends.

Unlike other data providers, INRIX offers crossing-level precision, and directionality for observed probe counts from multiple freight and consumer data providers that create actionable insights to help stakeholders react faster to changes in cross border activity.

Whether assessing sector exposure or adjusting logistics, INRIX Cross Border Insights can deliver the clarity needed to navigate uncertainty with confidence.

# Key Features

## Trade Flow Monitoring

Track observed probe counts of commercial truck activity to detect diversions, slowdowns, or bottlenecks that reflect how businesses are adjusting to cost changes.

## Directional Vehicle Flow Tracking

Reveals observed probe counts for northbound vs. southbound which is advantageous for detecting trade and sourcing shifts.

## Crossing-Level Granularity

Get detailed activity for every U.S. land border crossing with Mexico & Canada—covering over 100 U.S.-Mexico and 40 U.S.-Canada crossings.

## Commercial vs. Consumer Differentiation

Segment observed probe counts by vehicle type for sharper, sector-specific insights and deeper understanding.

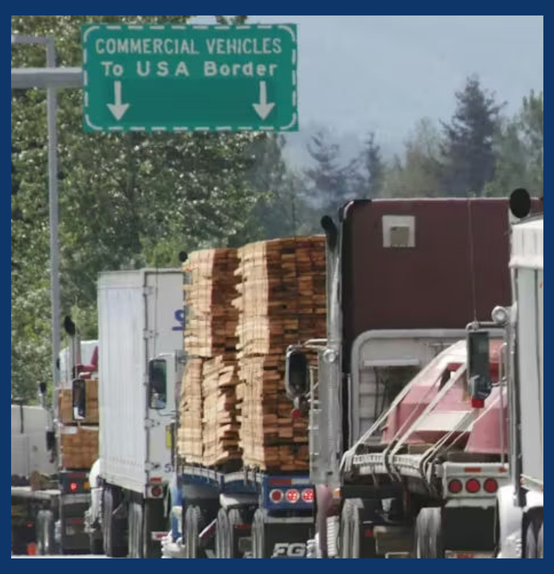
## Data You Can Trust

INRIX captures over 150 million anonymous vehicle trips per day. There's a reason why the world's most trusted and innovative brands and cities turn to INRIX.

- GPS point data is reported with high frequency (up to every 3-5 seconds) to ensure accuracy
- Data updates are available on a daily basis
- Complete detail and transparency of metrics

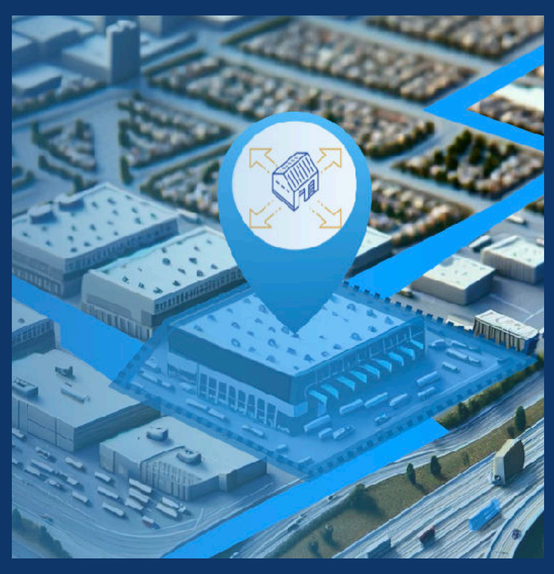
## Whether you're tracking trade shifts, managing logistics, or shaping policy—our cross-border insights deliver clarity.

### INVESTORS




Anticipate disruptions or cost pressures in cross-border reliant industries.

### SUPPLY CHAIN ANALYSTS



Forecast delays, rising costs, and risks requiring stockpile strategies.

### GOVERNMENT


Assess trade policy impact or identify infrastructure gaps.

### RETAILERS


Track cross-border consumer behavior near key entry points.

This dataset contains observed probe counts of vehicles on the road and is not normalized.
It is intended for use in tracking trends not to represent modeled volumes.

## Connect & Learn More

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