

Gigaton Spotlight: Traxen

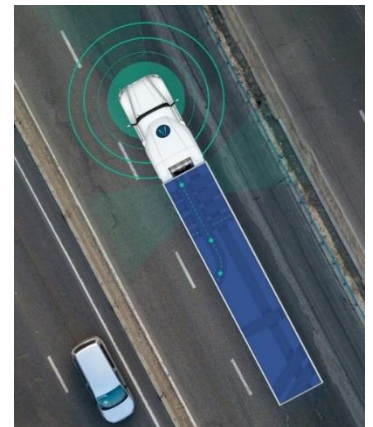
How AT&T connectivity expertise enables emissions reduction and business value

About Traxen

A Michigan-based technology company that works to improve fuel efficiency and promote safe driving for the heavy-duty trucking industry.

Gigaton Pathway: Transportation

- Traxen's AI-powered iQ-Cruise systems optimize heavy-duty truck engine output to maintain ideal speed and following distance, adapting to road conditions and the weight of the truck's load. This technology removes variations in driving to ensure consistent and optimal operation, such as for breaking and accelerating.
- Implementing Traxen's iQ-Cruise technology increases fuel efficiency by 10%, resulting in average savings of \$9,000 per truck.



Traxen is contributing to AT&T's Gigaton Goal

- iQ-Cruise reduces greenhouse gas emissions by an average of 12.29 metric tons per truck per year.
- With an estimated 2.9 million heavy-duty trucks operating across the U.S., there is potential for significant widespread savings with the adoption of this technology, made possible by AT&T's connectivity.

Connectivity helps enable Traxen's success

- Through the use of AT&T's advanced cellular modems, Traxen's iQ-Cruise collects real-time data on road, traffic and weather conditions to inform its intelligent cruise control functions, helping to reduce driver error, accidents and insurance costs. AT&T's expertise was crucial for selecting the right form of connectivity and ensuring all the elements of the system work together seamlessly.
- With direct cloud capabilities enabled by AT&T's connectivity, data collected by iQ-Cruise can also easily be stored and processed.
- The collaboration with Traxen exemplifies AT&T's strategy of combining purpose and profit, unlocking revenue-generation opportunities by working with innovative customers and industries that use AT&T connectivity and expertise to address environmental issues.