

FutureBridge

What is

The gap in real-time road awareness?

Vehicles today are engineered for control but operate with limited real-time understanding of the road.

- The only point of contact with the road remains largely unmeasured, even as systems become more automated and software-defined.
- Tire condition, grip, and surface interaction are still inferred, not continuously sensed.
- Road hazards, wear, and traction shifts are detected only after they impact performance or safety.

Even advanced driver systems rely on external sensing, with minimal intelligence at the point of contact.



1.35 million

road fatalities annually, with road and tire conditions a key contributing factor

15-30% Fuel loss due to tire resistance

~23% renewable vehicle crashes linked to tire underinflation or poor tire condition



What if

Every drive was continuously informed by the road?

Vehicles no longer react to the road. They continuously interpret and respond to it.

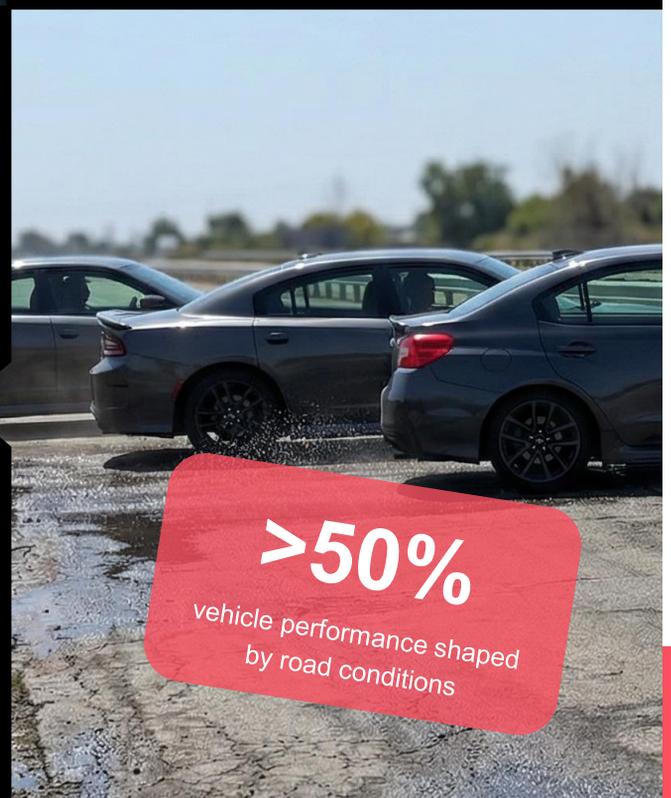
- Michelin and Goodyear are embedding sensors to track pressure, temperature, and wear in real time.
- OEMs are beginning to integrate tire data into vehicle control systems to improve safety and efficiency.
- Fleet operators are moving toward predictive tire management to reduce downtime and optimize performance.

What now?

The BIG questions

Who turns road insight into performance advantage?

- Will performance be defined by how effectively vehicles translate road data into real-time decisions?
- As tire intelligence integrates with vehicle systems, who will own this layer, OEMs, tire manufacturers, or platforms?
- Will predictive tire and road insights redefine maintenance, safety, and efficiency standards across fleets?



>50%

vehicle performance shaped by road conditions

About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.