ANYLINE

Instant Data Capture &
Insights for Automotive Experts

A SAFER RIDE?
EVALUATING TIRE MAINTENANCE PRACTICES IN THE RIDESHARE INDUSTRY

How Advanced Digital & AI Solutions Can Enhance Rideshare Safety

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INTRODUCTION

In an industry projected to reach a value of more than $185 billion by 2026, ridesharing has become an increasingly popular way for people to get to and from their destinations with the click of a button.

But what if rideshare drivers could check the safety of their tires with just a click of a button before picking up passengers?

Anyline, a global leader in mobile data capture and insights, has technology that can help businesses make more informed and data-driven decisions about tire servicing and replacement.

To better understand the current tire safety knowledge and maintenance practices among rideshare drivers, Anyline conducted an independent study that surveyed 335 current rideshare drivers across the United States.

335 CURRENT RIDESHARE DRIVERS WERE SURVEYED

SURVEY OBJECTIVES

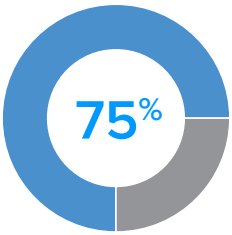
- Identify tire maintenance habits among rideshare drivers
- Assess rideshare drivers' knowledge about tire tread depth
- Analyze the impact of tire condition on rideshare passenger safety
- Explore new opportunities for tech-integrated solutions

KEY TAKEAWAYS

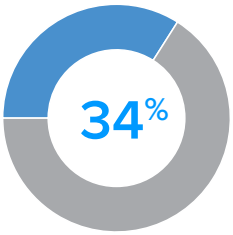
Confidence vs. Knowledge:

A majority of rideshare drivers surveyed (75%) are “very” or “extremely” confident in their ability to inspect tires for damage or wear.

However, only one-third (34%) of rideshare drivers surveyed said they were “extremely” knowledgeable about tire care and maintenance.



VERY OR EXTREMELY CONFIDENT



EXTREMELY KNOWLEDGEABLE

Treading Lightly:

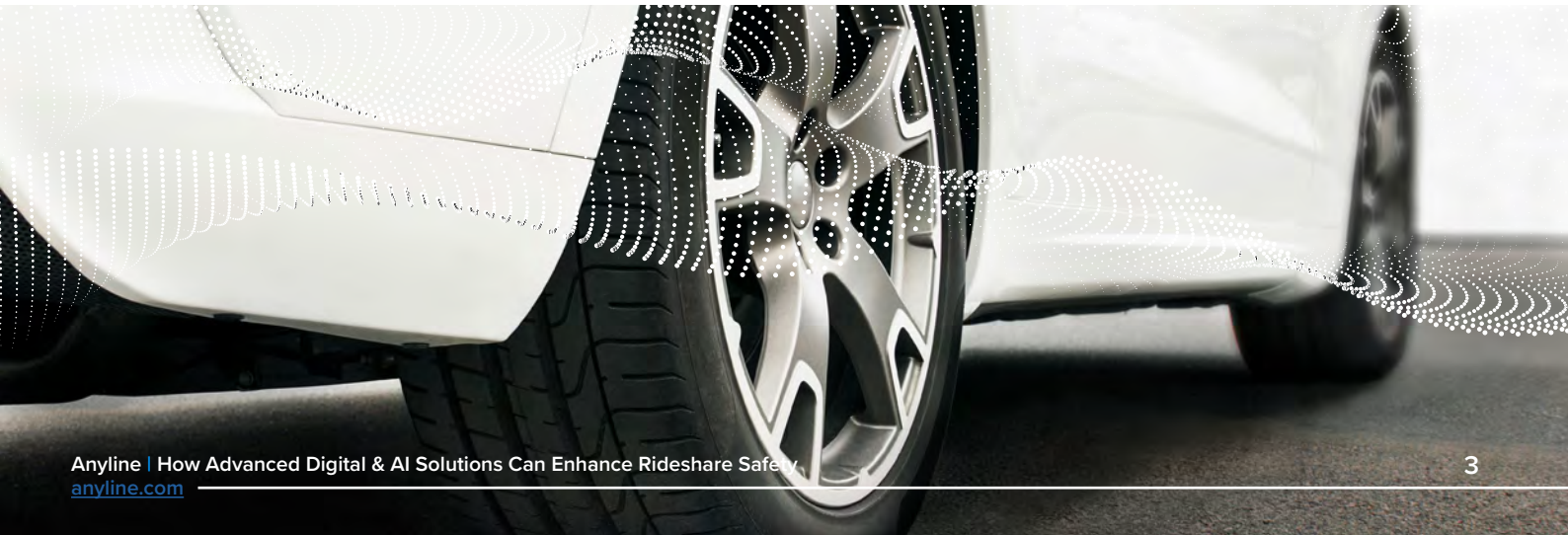
Maintenance practices are not routine or consistent. One-third (35%) of rideshare drivers are only evaluating their tire’s tread depth quarterly. When drivers were asked how aware they are of the current tread depth of their tires – 1 in 4 drivers (25%) said they were moderately, slightly or “not at all” aware of their current tread depth.

ONE THIRD OF DRIVERS

EVALUATE TREAD QUARTERLY

ONE IN FOUR DRIVERS

MODERATELY, SLIGHTLY OR NOT ALL AWARE OF TREAD DEPTH



DEPTH OF KNOWLEDGE:

When rideshare drivers were asked about the minimum tread depth for safe tire performance, **nearly one-quarter (23%) said that 1/32 of an inch of tread depth or less is sufficient.** That's about the same thickness as a credit card and well below what experts recommend. In many states, tires are considered to be legally worn out when they reach 2/32 of an inch of remaining tread.

ONE-QUARTER DRIVERS SAY 1/32 INCH THREAD DEPTH IS SUFFICIENT **WELL BELOW EXPERT RECOMMENDATIONS**

1/32 INCH = THICKNESS OF A CREDIT CARD

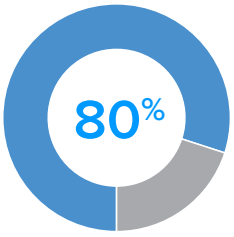
Worn-out tires are 3x more likely to be involved in a crash than tires with sufficient tread depth, according to the National Highway Traffic Safety Administration (NHTSA).

WORN OUT TIRES

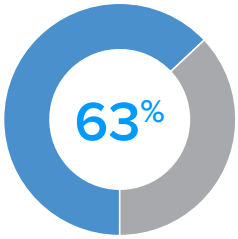
3X MORE LIKELY TO BE INVOLVED IN A CRASH

EYE OF THE TIRE

More than **80% of rideshare drivers agree that safety is one of the most important factors** to their passengers and **63% say they are checking their tire condition regularly.**



SAFETY
ONE OF MOST IMPORTANT FACTORS



CHECK TIRES
REGULARLY

But a closer look at the data revealed **nearly half (48%) are relying on a visual inspection to evaluate their tires' tread depth,** which tire experts widely regard as inadequate and highly subjective. Checking tire pressure and measuring tread depth requires approved tools and technologies to ensure a reliable and accurate reading.

RELY ON
VISUAL INSPECTION

REGARDED AS INADEQUATE & HIGHLY SUBJECTIVE BY TIRE EXPERTS

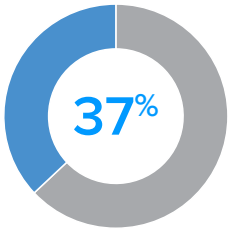
Digital tire inspections are the way of the future, as this next-generation technology helps to reduce human error, make tire maintenance easier, and ultimately ensure safer roads.

UPDATE: YOUR RIDE HAS BEEN CANCELLED

Many people who've used rideshare apps have experienced that feeling of receiving a notification that their ride has been canceled.

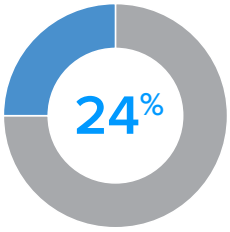
But why?

Survey findings revealed that **37% of rideshare drivers have had to either cancel or delay** rides due to tire performance or safety issues.



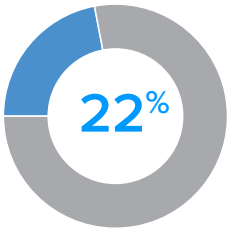
DRIVERS DELAY OR CANCEL DUE TO TIRE OR SAFETY ISSUES

Nearly one-quarter of drivers **(24%) have received a negative review from passengers about the condition of their tires.**



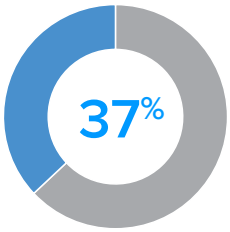
RECEIVED NEGATIVE REVIEWS ABOUT TIRES

22% of drivers have "probably" or "definitely" **received a negative review** because their vehicle wasn't **perceived as safe enough**.

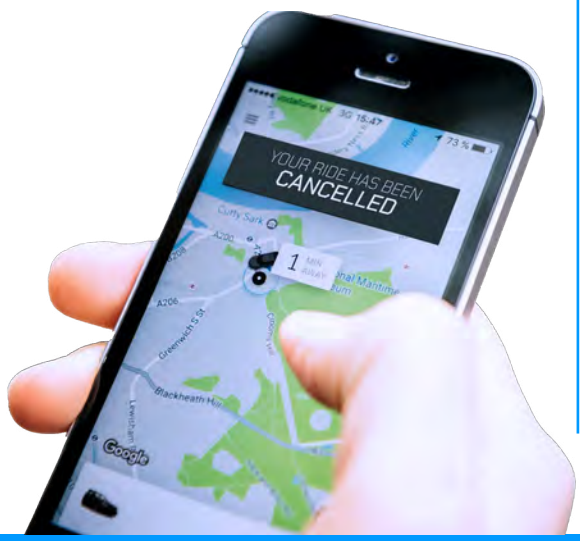


RECEIVED NEGATIVE REVIEWS FOR VEHICLE PERCEIVED AS NOT SAFE ENOUGH

37% of drivers also have experienced a sudden loss of tire pressure or other tire-related issues with passengers on board



EXPERIENCED TIRE ISSUES WITH PASSENGERS ON BOARD

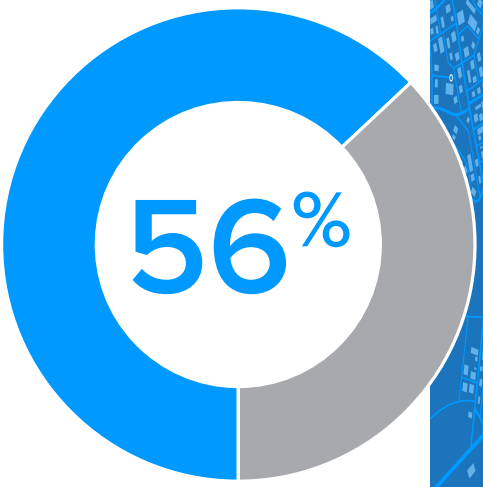


TECH-FORWARD TIRE SOLUTIONS FOR RIDESHARE DRIVERS

The appetite for technology-driven solutions for rideshare drivers is there. **More than half of rideshare drivers (56%) said they would measure tire tread depth monthly or more if they had access to technology that would allow them to do it** with a smartphone or camera-enabled device.

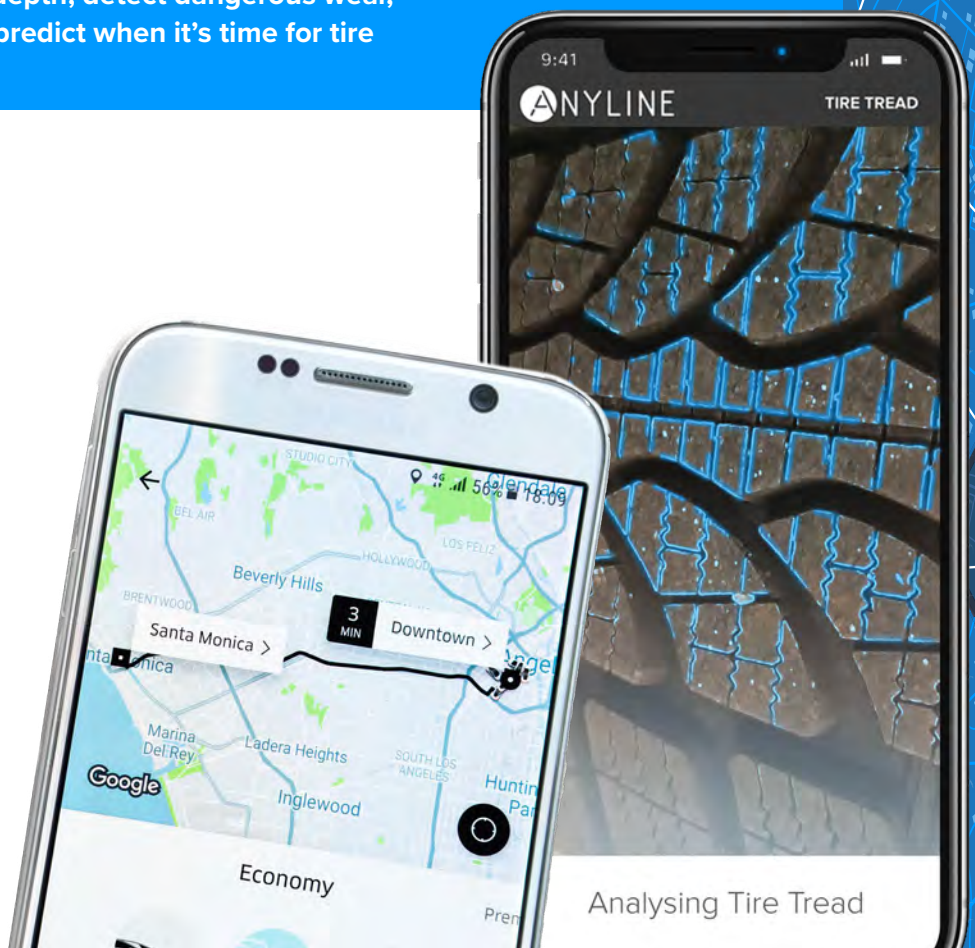
Anyline's survey highlights the need for increased adoption of data-driven technology solutions – not just for rideshare drivers and companies, but across the tire, automotive service, and commercial fleet industries.

Anyline's AI-powered tire sidewall scanning technology instantly transforms captured data into actionable insights, optimizing operations and reducing costs.



WOULD MEASURE TIRE TREAD DEPTH MONTHLY OR MORE IF THEY HAD ACCESS TO TECHNOLOGY

A first-of-its-kind technology in the world, Anyline's tire tread scanner can instantly measure tread depth, detect dangerous wear, and accurately predict when it's time for tire replacement.



REPORT DETAILS

Anyline commissioned an independent research firm, TrendCandy, to survey 335 current rideshare drivers on the efforts they take (or don't take) to stay safe on the road. The margin of error for this study is +/- 5.3% at the 95% confidence level. Respondents for the survey drove for either Lyft or Uber and 80% of those surveyed have been driving for less than 3 years. All rideshare drivers surveyed were in the United States and more than half of drivers in this survey (56%) drive at least 250 miles per week in their capacity as a rideshare driver.

ABOUT ANYLINE

Founded in Vienna in 2013, Anyline has established itself as a global leader in mobile data capture and data insights. Using the latest, most innovative artificial intelligence and machine learning approaches, Anyline gives businesses the power to read, measure and interpret visual information with any mobile device.

Anyline is used by leading automotive and tire manufacturers and retailers to quickly and accurately scan tire sidewall, tread depth and vehicle data, including tire DOT codes, vehicle identification numbers (VINs), license plates and barcodes, using any standard mobile device or camera-enabled automotive diagnostic devices.

Anyline helps businesses to move away from costly, tedious manual processes and instead, make them easy, fast and convenient for everyone, from the end user to the front-line worker. Anyline is trusted by household brands such as NAPA, Discount Tire, Continental, Michelin and Shopmonkey. For more information, visit www.anyline.com.