



Altitude

Contextualized Freight and Mobility Data



Dan Katleman
Business Development Manager



Nate Veeh
AVP, Business Development



Geotab Corporate Overview



25+ YEARS

driving transformation



700+

Partners globally



5+ MILLION

Connected vehicles



3000+ EMPLOYEES

in 30+ countries



60,000+ CUSTOMERS

in 165 countries



>80B DATA POINTS

processed daily

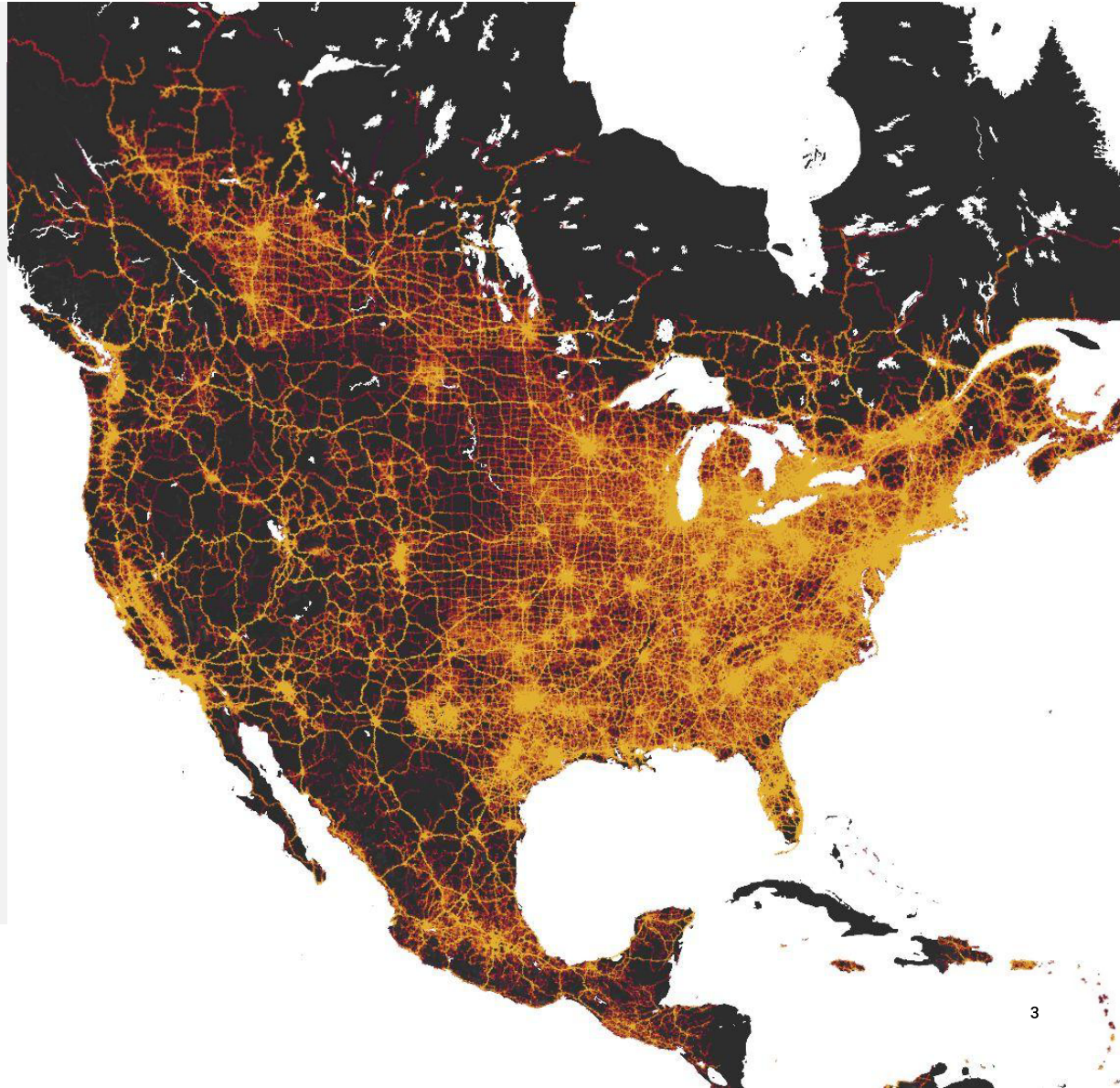


- Office
- Head Office
- Employees

The Where and the When of Freight

What if you could sample millions of vehicles worth of data from a single platform?

- >5 *million* connected **commercial** fleet vehicles
- >26 *million* trips per day
- >190 *million* miles driven per day
- >80 *billion* raw data records per day



What differentiates Altitude?

Confidentially aggregated

Our stringent confidentiality and privacy standards allow us to deliver insights without compromising driver, vehicle or company information.

Insight integrity

As the source & processor of mobility data from over four million commercial vehicles, we reliably provide comprehensive insights with greater context.

Comprehensive History

Leveraging extensive historical data on vehicle movements supports long-term planning and decision-making, promoting effective analysis of travel patterns over time.

Added context

Beyond just traffic counts, we provide detailed traffic insights by vehicle type and class, vocation, fuel type and industry for granular road segments.

Advanced flexibility & processing

Quickly process mobility data to generate visualizations tailored to any scenario, providing your team with actionable insights.

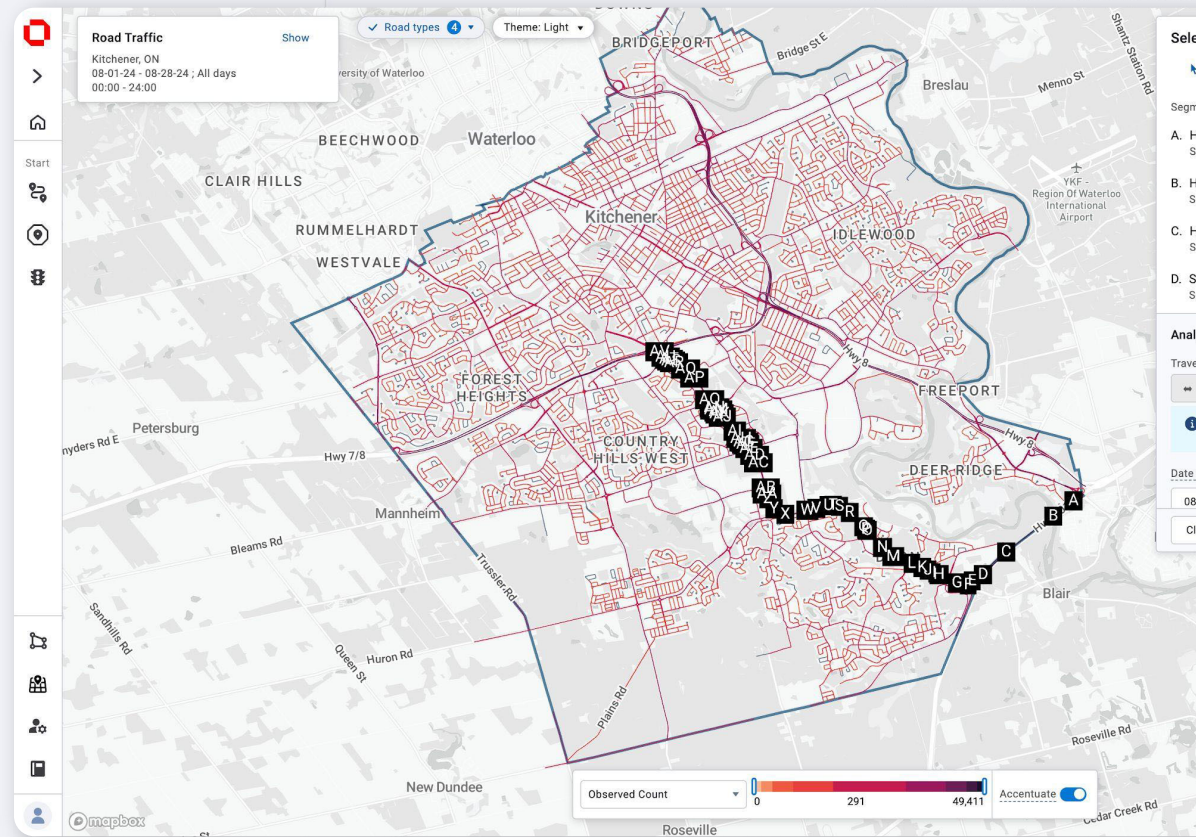
Complete Coverage

Altitude platform provides mobility insights for 99.9% of primary roadways across North America.

The Altitude Platform

Designed for your needs

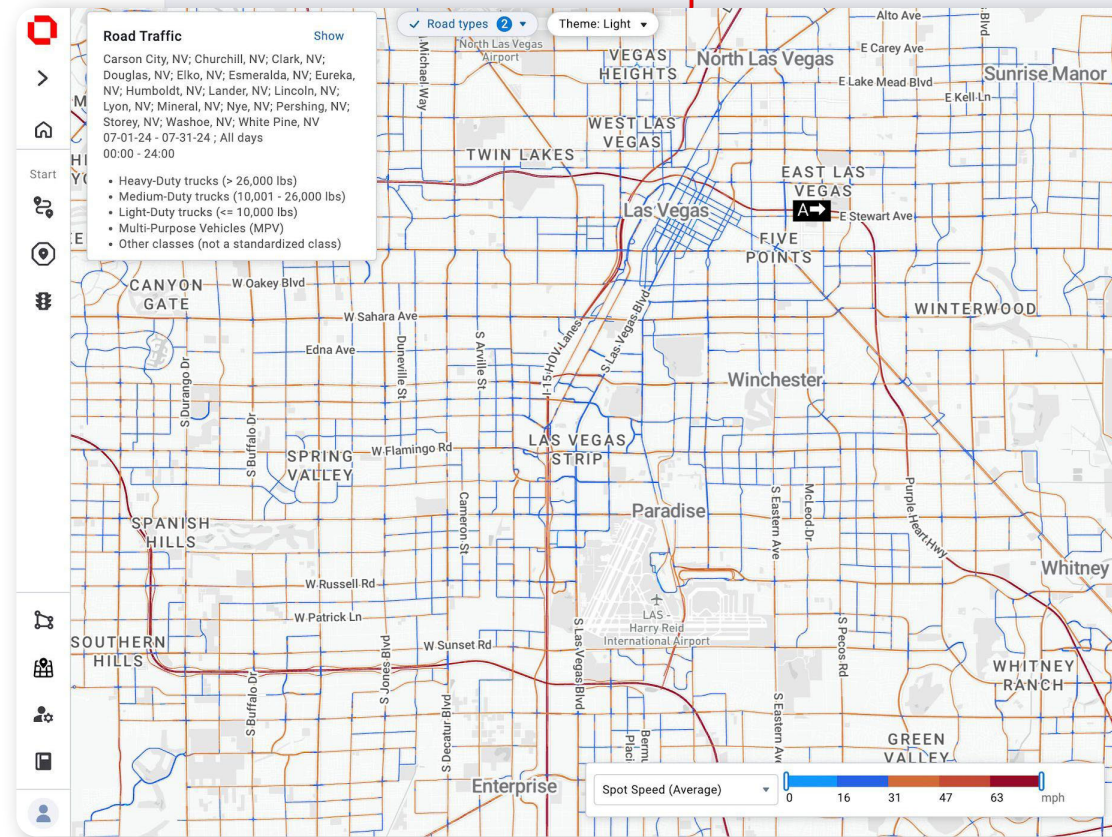
- Supports freight planning
- Effective freight parking plans
- Improve road safety
- Precision site selection
- Alternative fuels infrastructure
- EV charging infrastructure
- Grid impact planning



Traffic Analytics

Optimize traffic and safety intervention plans with granular harsh event, traffic volume and speed metrics for traffic planners.

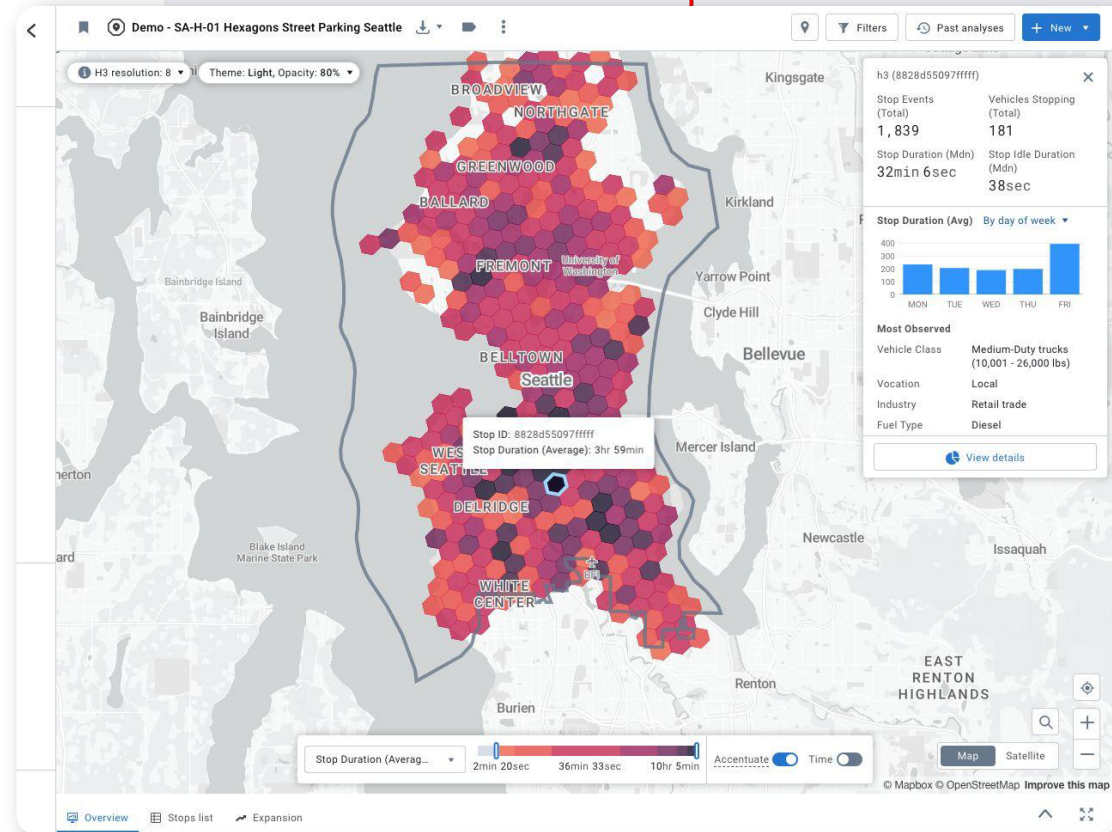
- Detailed harsh event metrics
- Speed analysis per segment
- Travel time analysis
- Speed analysis summary
- Smarter speed analytics
- Static road segment characteristics



Stop Analytics

Unlock better transportation, parking and infrastructure plans with detailed stop behavior across regions or road segments.

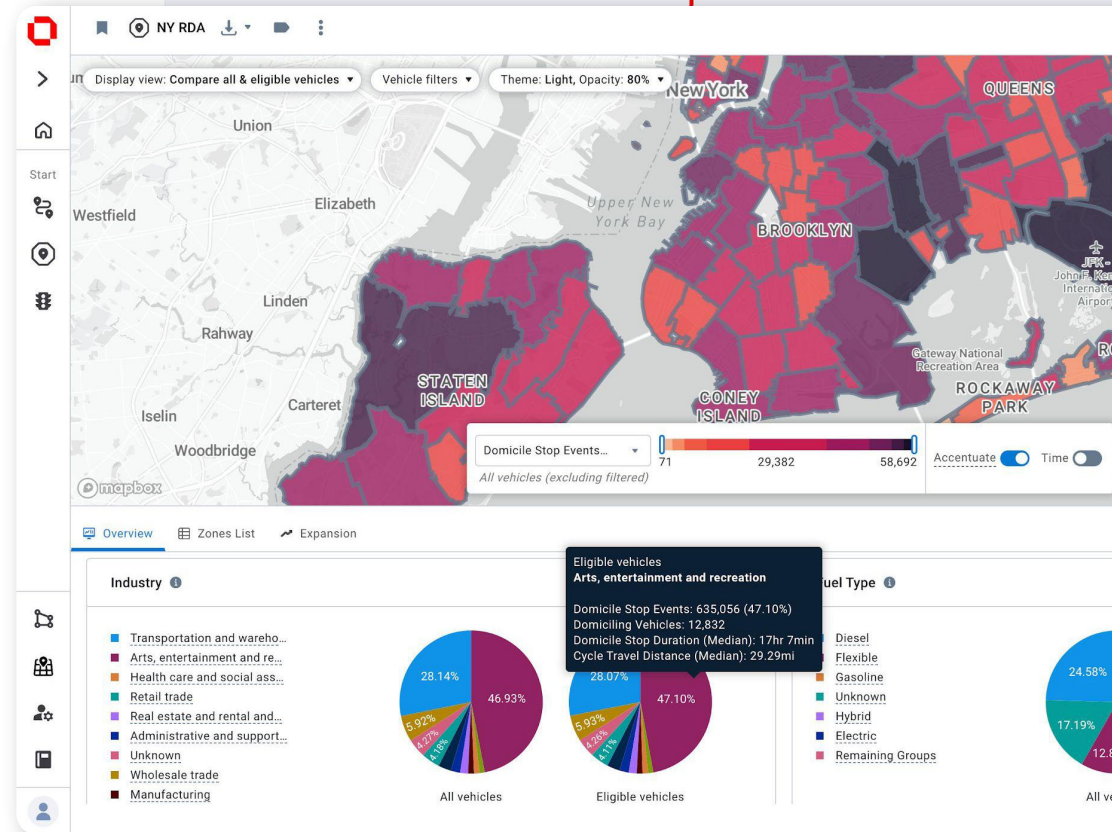
- Explore stop behavior anywhere
- Tailor analysis parameters
- Aggregate results by various modes
- Filter results to observe trends
- Understand parking demand context



Regional Domicile Analytics

Understand vehicle dwell times to optimize infrastructure

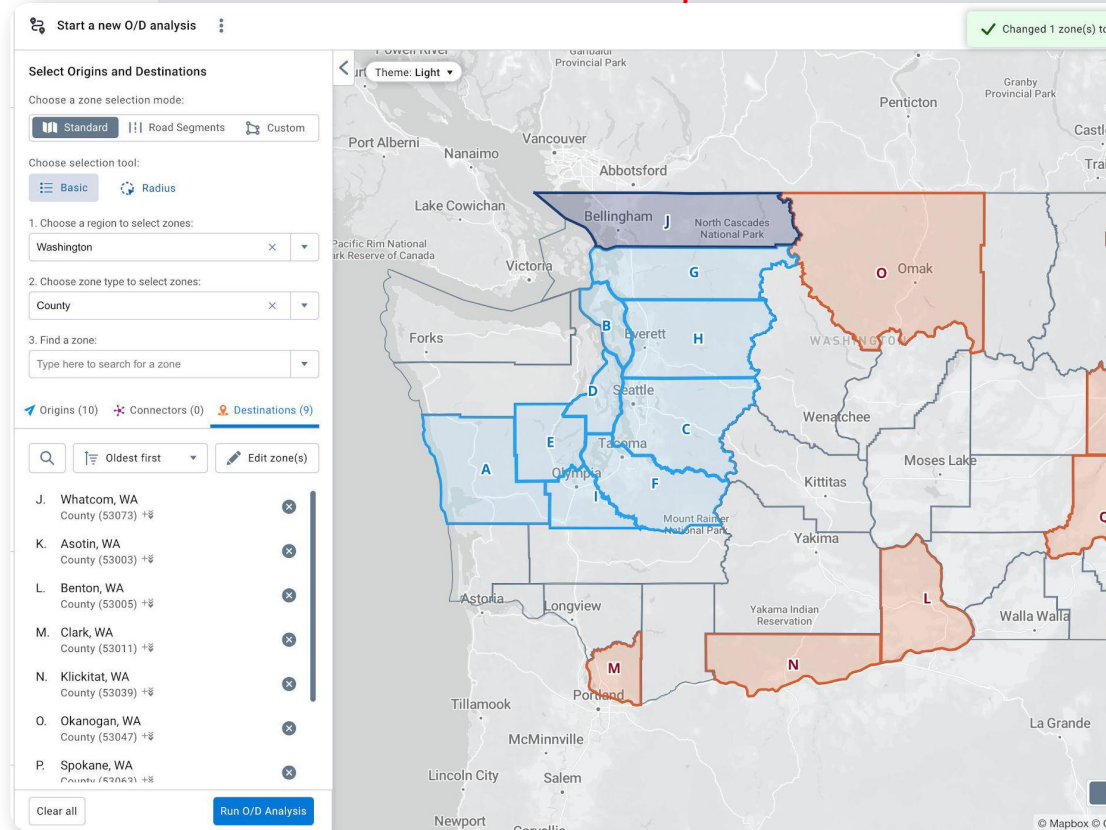
- Filter by location distances
- Detailed zone descriptions
- Total stop counts by vehicle type
- Stop duration metrics
- Domicile details by segment
- Travel distance metrics



Origin & Destination

Optimize freight movement with enhanced planning from chained trip analysis through zones and roads segments.

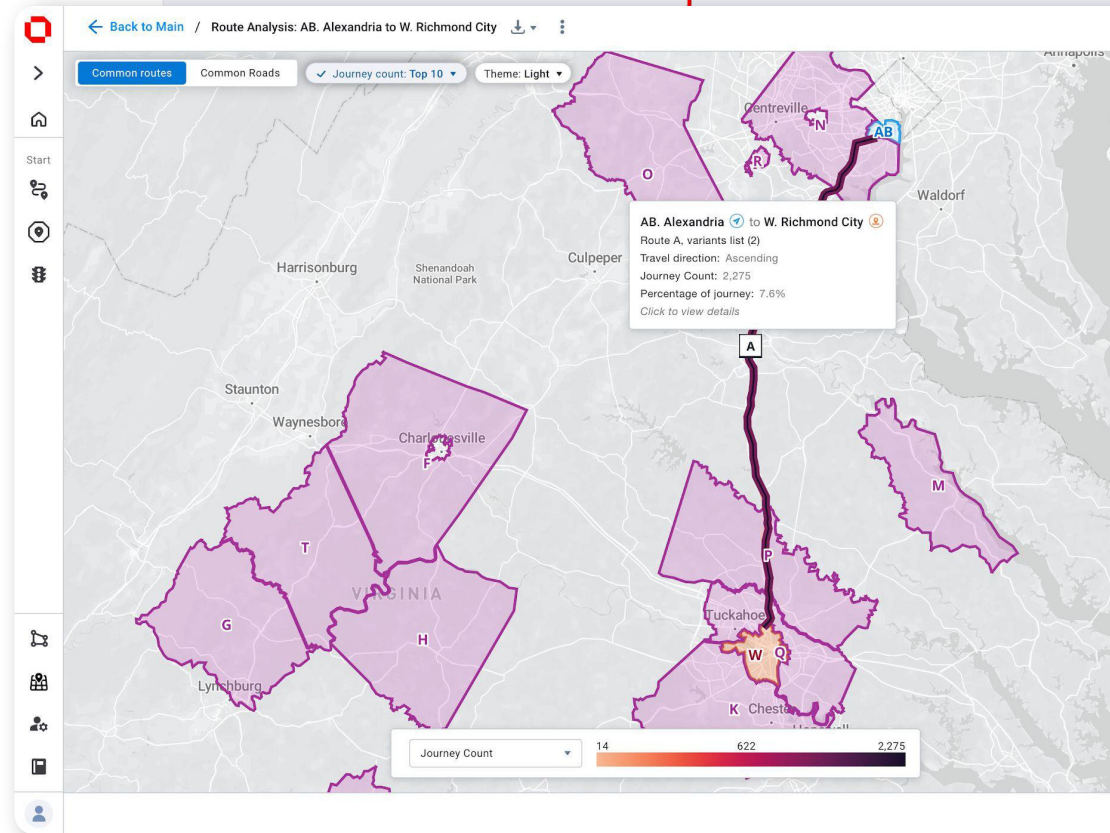
- Combine trips into journeys
- Analyze passthrough traffic
- Define custom journeys
- Detailed trip analysis
- Filter journeys by criteria
- Vehicle vocation and industry data



Route Analytics

Improve route efficiency and infrastructure with detailed metrics on popular routes, counts, travel distances and durations.

- Combine trips into journeys
- Analyze popular routes
- Define custom journeys
- Vehicle vocation and industry data
- Analyze passthrough traffic
- Accurate overlapping zones handling
- Filter journeys by various criteria



Support transportation planning, road maintenance and commercial projects with travel, distance, idle and segmentable traffic insights.

- Altitude**
by GEOTAB



Altitude API

Enhance your platform's capabilities by integrating comprehensive mobility data insights with our easy-to-use API.

Effortlessly access granular data based on extensive historical records, giving you data with unmatched integrity, confidentiality and privacy. This API empowers clients to systematically garner insights, enhance platform offerings, meet diverse user demands and achieve improved planning capabilities and financial outcomes without the challenge of sourcing reliable data.

□ [View the product brochure](#)

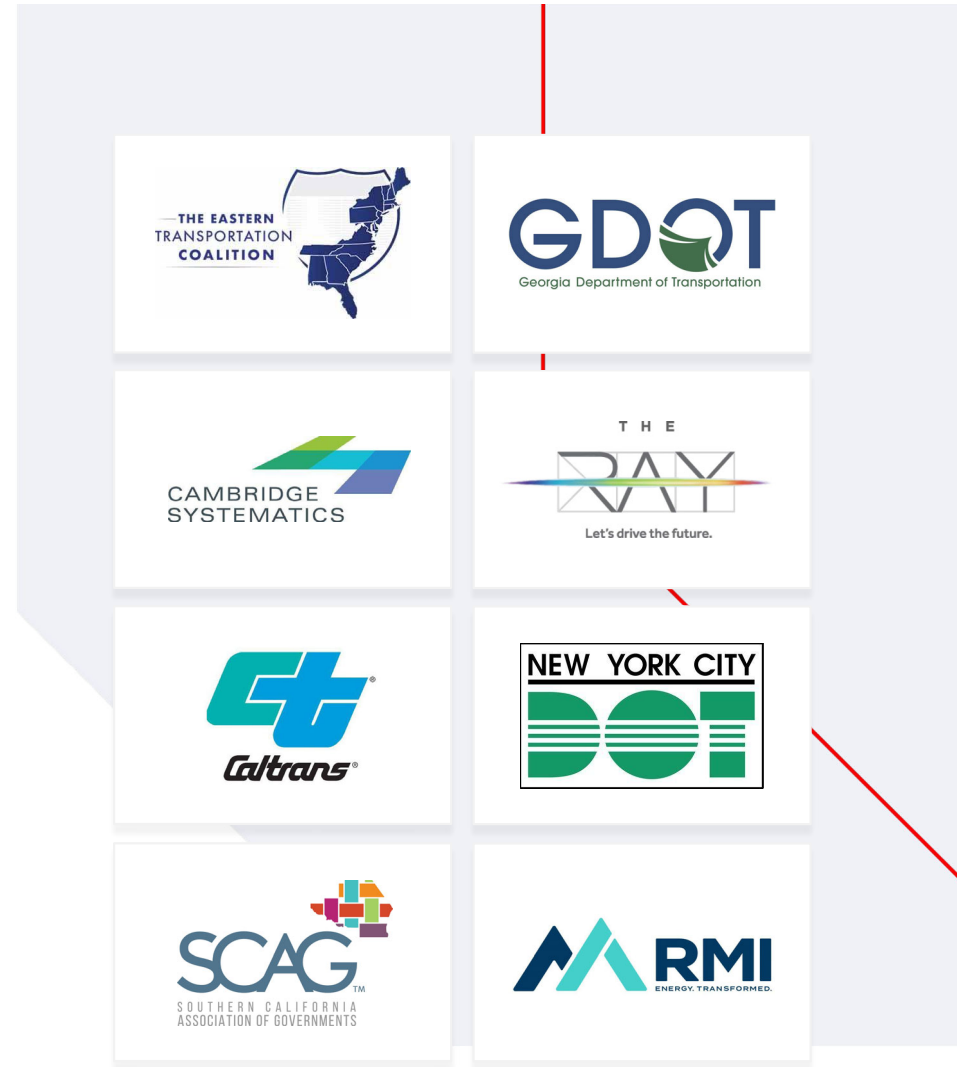
Altitude
by GEOTAB



Insight to Impact

Proven expertise in empowering data-driven decisions for smarter, safer, and more sustainable transportation.

- Trusted by leading agencies like Georgia DOT and California, partnering with The Ray and others on freight electrification.
- Delivered tangible results for NYC DOT and Southern California, improving planning and efficiency.
- Driving positive impact in sustainability, enhancing road safety through better transportation planning.





Example Analyses

Truck Volumes

Observed Count

0 222 34,571

Accentuate ☒

← Back

Traffic Details

Vehicle Count 412



Road Segments

Segments selected (15):

- A. West McAndrews Road
Segment -3405071000628010161
Speed Limit 35 mph
- B. West McAndrews Road
Segment 7977682187786791302
Speed Limit 35 mph
- C. West McAndrews Road
Segment -1565509896200622329
Speed Limit 35 mph



View by

Hour

30min

15min

Traffic Filters

Edit

Date range:

10-01-25 - 12-31-25 ; All days

Time of day:

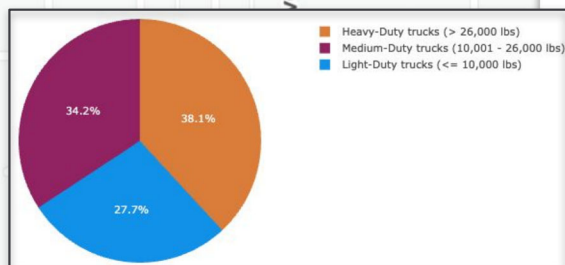
00:00 - 24:00

Vehicle class:

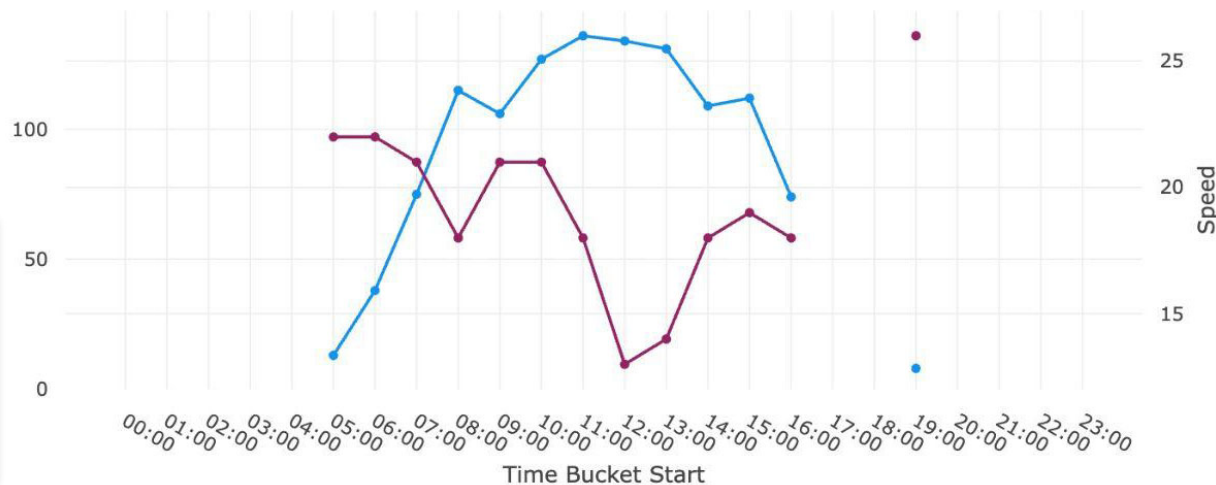
Light-Duty trucks (<= 10,000 lbs)

Medium-Duty trucks (10,001 - 26,000 lbs)

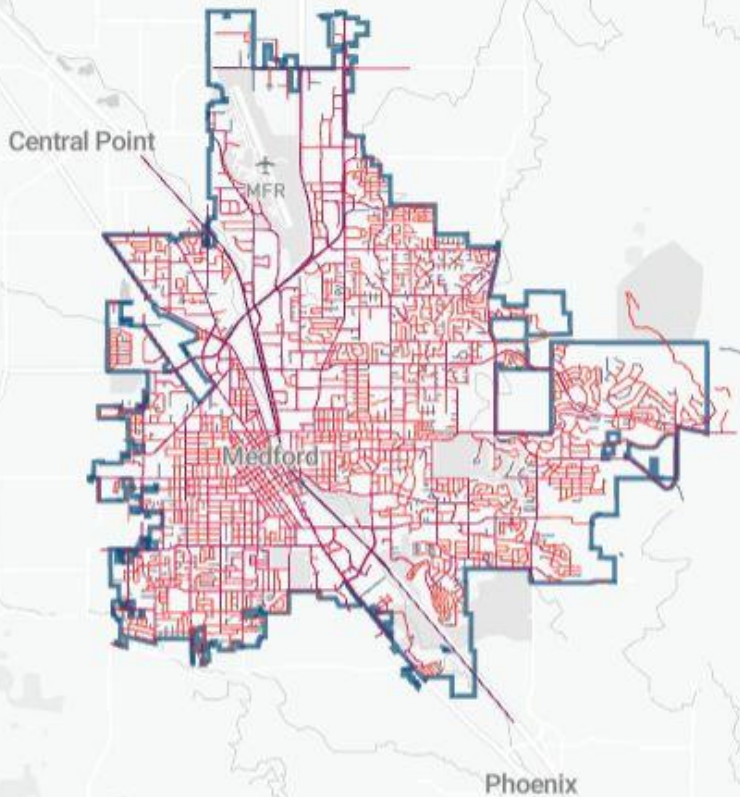
Heavy-Duty trucks (> 26,000 lbs)



C:Vehicle Count TS:Travel Speed (avg) mph



Truck Volumes



Traffic analysis was run for roads in Medford between October 1 and December 31, 2025.

- Table shows unique vehicles that traverse at least 1 segment for the road group.
- Only heavy-duty trucks (HDT), medium-duty trucks (MDT), and light-duty trucks (LDT) were considered.

<i>Road Name</i>	<i>Total Truck Count (HDT + MDT + LDT)</i>
West McAndrews Road	519
East McAndrews Road	751
N Riverside Avenue	850
N Central Avenue	849
Ross Lane North	424
Crater Lake Avenue	674

San Diego Port Activity

Using Stop Analytics to understanding activity at the Port of San Diego

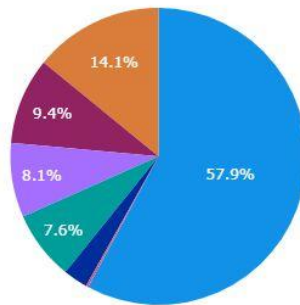


San Diego Port Activity

Vehicle Class ⓘ



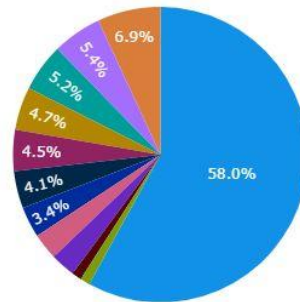
- Heavy-Duty trucks (> 26,000 lbs)
- Medium-Duty trucks (10,001 - 26,000 lbs)
- Light-Duty trucks (<= 10,000 lbs)
- Multi-Purpose Vehicles (MPV)
- Unknown
- Passenger vehicles
- Remaining Groups



Industry ⓘ



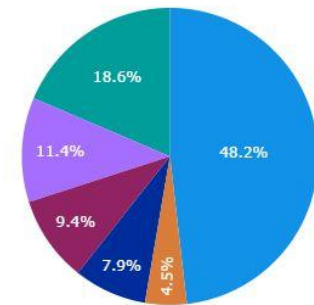
- Transportation and warehousing
- Construction
- Administrative and support, waste management and remediation services
- Other services (except public administration)
- Health care and social assistance
- Real estate and rental and leasing
- Finance and insurance
- Manufacturing
- Wholesale trade
- Remaining Groups
- Retail trade
- Professional, scientific and technical services



Vocation ⓘ



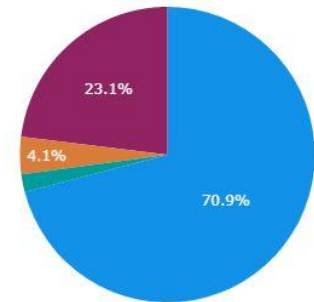
- Long Distance
- Local
- Door to Door
- Unknown
- Regional
- Hub and Spoke



Fuel Type ⓘ



- Diesel
- Gasoline
- Unknown
- Remaining Groups



Elevate your transportation plans.

- Pricing varies by contract vehicle and population.
- **Special options available to communities on the California Statewide Contract.**
- Reach out to us for more information.



Dan Katleman

Business Development
Manager

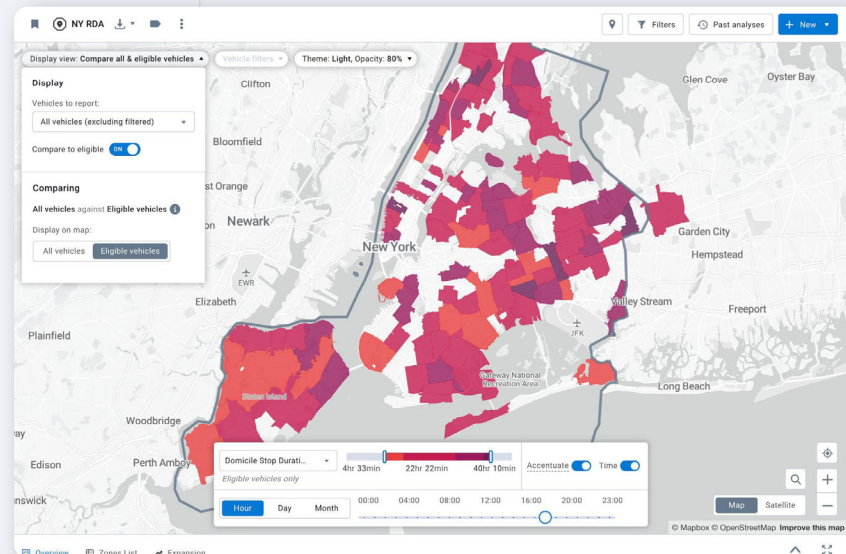
danielkatleman@geotab.com



Nate Veeh

AVP, Business Development

nateveeh@geotab.com





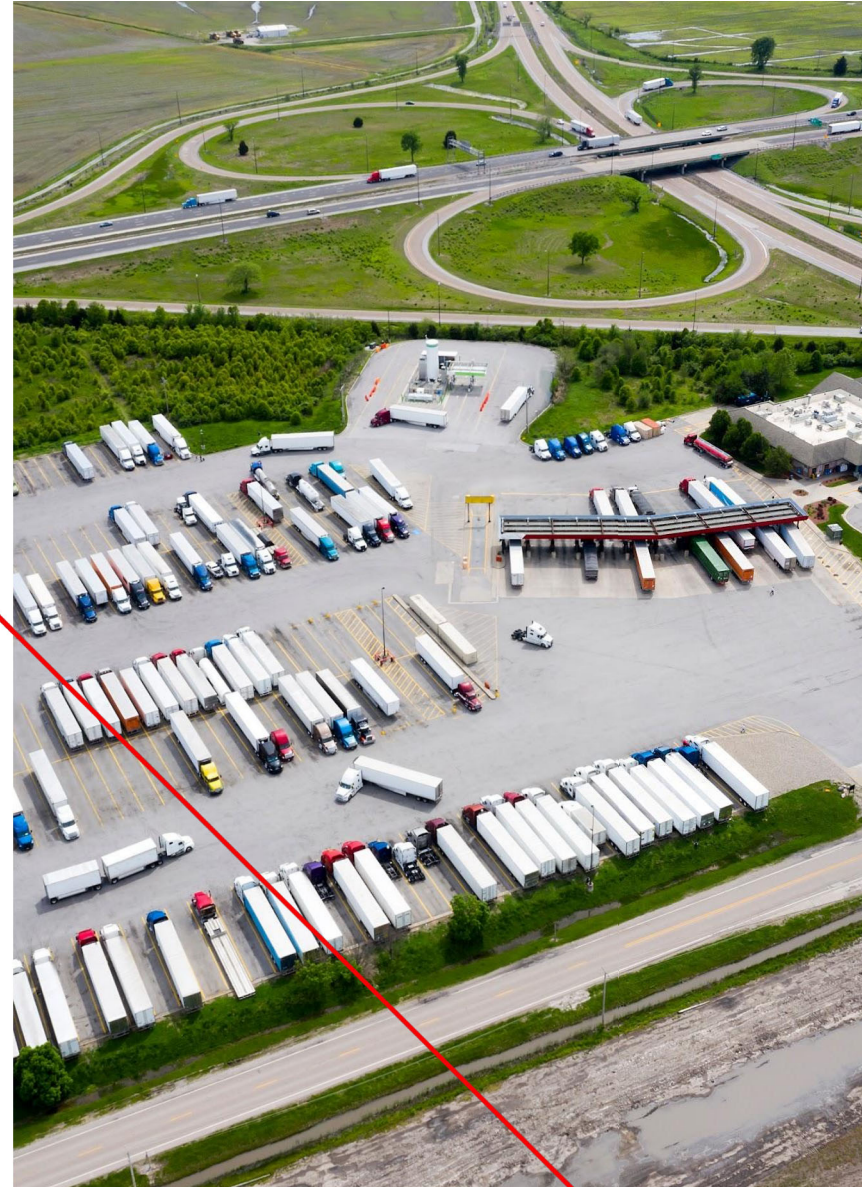
Appendix

Effective Freight Parking

Build a better freight parking plan with comprehensive truck stop and movement data.

Analyze truck movements and stops at approved and unapproved locations to ensure safe rest areas, helping operators comply with Hours of Service (HOS) regulations.

- Develop a comprehensive truck parking plan
- Allocate resources for safe rest areas
- Enhance freight efficiency with access to stops
- Provide better resting options for drivers
- Identify needs for upgrading rest areas
- Understand truck movements and stopping reasons



Alternative Fuels & Charging

Choose better sites for charging and refueling depots with insight into truck dwell times and range.

Analyze regional demand for commercial vehicle charging and alternative fuel stations to identify the best locations for long-term, resilient infrastructure.

- Analyze scenarios to forecast alt. fuel demand
- Explore changes in vehicle range and charging times
- Determine EV market share for electrification planning
- Forecast fuel demand by day and hour
- Select optimal sites for refueling stations
- Estimate energy needs for charging sites

Altitude
by GEOTAB



Improve Road Safety

Implement preventative measures with insights into harsh driving risks before collisions occur.

Drive toward safer streets by leveraging data on speeding and harsh events like braking, acceleration and cornering to inform targeted safety interventions and avoid accidents before they occur.

- Lead efforts to eliminate road fatalities
- Support planning with reliable road data
- Identify highest-risk road segments proactively
- Build a business case for safety improvements
- Map project areas for impact insights
- Analyze performance to promote equitable planning

