The need to be an eco-driver
Aggressive driving is a leading cause for CO2 emission due to personal transportation and road traffic injuries. Reducing environmental pollution and increasing safety demands an eco-driving style.

GamECAR

Score higher
Monitor your eco-driving score evolutions through user-friendly tools and Augmented Reality features.

Let's eco-drive together
Define missions, set goals, and invite others to play on your side (or against).

Shift your driving mode
Change your driving attitude through a playful experience and receive dedicated hints on how to enhance your ecological impact. But do not get distracted: safety first.

Get your reward
A personalized, predictive, physiological and energy-aware Virtual User Model will give drivers information about their eco-driving impact and a tailored action plan to reach the final goal.
www.gamecar.eu

Funded by the Horizon 2020 Framework Programme of the European Union