

Icebug integrates Klimator data in new innovative launch to improve safety in winter conditions

Icebug and Klimator are proud to announce a new collaboration that combines footwear innovation with advanced road weather intelligence to make outdoor activities safer during winter. Icebug is launching a new website that helps pedestrians and cyclists navigate safely in changing conditions. Powered by Klimator's Road Condition Data (RCD), the website highlights real-time risk areas, such as slippery or icy surfaces, so people can move with confidence. It will debut in Sweden for the winter season of 2025 with an order value below Klimators MAR limit for the defined season.

The website, set to launch in the winter season of 2025, represents an important step toward enabling safer and more sustainable mobility. By providing accessible, real-time information, the partnership aims to make winter mobility inclusive for everyone, whether it's runners, parents with strollers, or elderly pedestrians, by enabling safe movement regardless of changing road and weather conditions.

"It's inspiring to see what our API can unlock, now scaled into a consumer website. This collaboration with Icebug is a strong example of how our data creates real value for everyday mobility. We're proud to join forces with Icebug and look forward to the journey ahead," says Viktoria Bogren, Head of Automotive and DevOps.

About Road Condition Data

Road Condition Data (RCD) is a cloud-based Data-as-a-Service platform providing actionable data on current and future road weather, for proactive mobility. The RCD platform uses a combination of rule-based algorithms, machine learning, and immense amounts of real-life road and environment data. The information enables actors within the automotive industry to enhance the driving experience, the functionality, operability, and safety of advanced driver support systems (ADAS) and autonomous driving (AD) technologies.

About Icebug

Icebug makes shoes with traction that help people get outside every day—even when it's slippery. The Gothenburg-based company stands for grip-friendly footwear, durable products, and business practices that benefit more than just the owners. Through its ownership directives, the company prioritizes nature and society over profit interests.

For further information

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Partner Fondkommission AB (phone 0046 31 761 22 30, www.partnerfk.se) is the company's Certified Adviser on Nasdaq First North Growth Market.

About Klimator

Klimator AB is a publicly listed software company with over 30 years of research in applied road climatology. Klimator has two innovations – the data platform Road Condition Data (RCD), providing predictive high precision road weather information, and the sensor fusion solution AHEAD providing real-time detective road weather information. With these innovations, Klimator provides precise and reliable road weather information to the winter maintenance and the automotive industries creating safer roads and enabling scalable autonomous driving (AD) and intelligent driver support systems (ADAS). In 2020, Klimator acquired HedeDanmark's business operations within connected sensors to broaden and strengthen Klimator's product portfolio.

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