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TOGG X BULUTTAN WEATHER INTELLIGENCE

Your Co-Pilot for Weather-Wise Navigation

Togg and Buluttan turn weather data into a driving companion — guiding users with timely alerts through every turn of the journey.

The Challenge

Adverse weather contributes to 21% of road accidents worldwide, creating serious challenges for driver safety and comfort. Hazards such as road icing, low visibility, and heavy precipitation often strike without warning, leaving drivers unprepared. Togg and Buluttan set out to address this gap by exploring how timely, location-specific weather insights could be integrated into the driving experience, before and during the journey, to support more informed, safer decisions on the road.

The Solution

Togg and Buluttan developed a proactive weather intelligence solution by embedding the Weather-wise Journey Assistant into Togg's GO navigation experience. The Assistant provides real-time weather alerts and a 1-to-5 risk score for critical hazards such as icing, wind, and reduced visibility. Covering the journey from planning to real-time driving, it helps users stay one step ahead of changing weather conditions. The project combined Buluttan's

AI-powered weather forecasts with Togg's navigation and UX capabilities to deliver a seamless, context-aware driving experience.

The Outcome

Since late 2023, Togg Smart Device users have received timely weather alerts throughout their journeys. Built on a jointly developed weather intelligence infrastructure, the system has delivered over 750,000 risk-based notifications, including fog, air quality, icing, wind, and precipitation, without service disruption. The underlying technology continues to evolve through improvements in Buluttan's meteorological models, ensuring even more accurate and reliable decision support for every trip.

Project Highlight

The integration of the Weather-wise Journey Assistant into Togg Smart Devices was completed over 6 months. The system has been operational for nearly two years, during which continuous improvements have been made.

Buluttan Weather Intelligence

Buluttan optimises operations and enhances safety and planning with hyper-local weather intelligence across aviation, mobility, energy, and public service

Buluttan's solution empowers teams to make weather-informed decisions by delivering hyper-local AI-powered forecasts and actionable insights.

Headquarters
Istanbul, Türkiye

Founded
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No. Employees
11 – 50

Website
www.buluttan.com

Acknowlegement

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About STARTUP AUTOBAHN powered by Plug and Play

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations.

The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation.

Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results.

Over the years, the platform has successfully cultivated over 500 projects with more than 350 startups since its founding in 2016. ■

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