



Get Intelligent About Tire Management

Last-minute or emergency repairs cost valuable time and money. Cerebrum's insights save fleets up to \$10,000/yr per vehicle! Learn how much you can save with a custom ROI quote.



Medium & Heavy Truck		Trailer & Chassis		Waste Collection	
Baseline Scenario		Baseline Scenario		Baseline Scenario	
Average Annual Mileage	100k	Average Annual Mileage	75k	Average Annual Mileage	45k
Trigger For Tire Change	Inspection	Trigger For Tire Change	Mileage	Trigger For Tire Change	Inspection
Currently using TPMS	No	Currently using TPMS	No	Currently using TPMS	Yes
How Often Fleet Tire Checks	Yes	How Often Fleet Tire Checks	No	How Often Fleet Tire Checks	No
Tire Maintenance Frequency	Monthly	Tire Maintenance Frequency	Infrequent	Tire Maintenance Frequency	Monthly
Tire Related Downtime	Not Often	Tire Related Downtime	8x annual	Tire Related Downtime	8x Monthly
Improvements w/ Cerebrum		Improvements w/ Cerebrum		Improvements w/ Cerebrum	
Fuel Consumption Reduction	4%	Fuel Use Reduction (per of fleet)	2%	Fuel Consumption Reduction	4%
Carbon Emissions Reduction	150 lbs	Carbon Emissions Reduction	38 lbs	Carbon Emissions Reduction	238 lbs
Promote Tire Wear Reduction	20%	Promote Tire Wear Reduction	30%	Promote Tire Wear Reduction	25%
New Tire Purchase Saved	1.8	New Tire Purchase Reduction	3.5	New Tire Purchase Reduction	4
Downtime Cost Reduction	\$600	Downtime Cost Reduction	\$1,200	Downtime Cost Reduction	\$3,100
Maintenance Labor Reduction	\$1,500	Maintenance Labor Reduction	\$1,087	Maintenance Labor Reduction	\$1,500
Annual Savings	\$5,400 per asset / year	Annual Savings	\$6,605 per asset / year	Annual Savings	\$10,225 per asset / year

Cerebrum is the world's first IoT-enabled, vehicle agnostic solution for real-time monitoring and proactive management of tires.

By leveraging millions of data points collected daily from patented hardware and algorithm technology, Cerebrum enables improved safety, reduced downtime, advanced sustainability, and tangible savings.

How It Works

Easy to install Bluetooth sensors, powerful telematics gateways, web & mobile fleet management software, and integrations with popular 3rd party telematics combine to deliver valuable vehicle and tire insights including:

- Vehicle & Tire Asset Location
- Pressure
- Tire Temperature





Report Analytics

- Tread Depth Health
- Load & more

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Discover Bottom Line Benefits



REDUCE SAFETY ISSUES

Tire issues account for more than 35% of all vehicle-related accidents. Over 50% of those are associated with excessively worn tires.

Obtain accurate, real-time visibility to critical tire conditions via our software, 3rd party platforms, and direct email / text prior to catastrophic failures.



MAXIMIZE UPTIME

Over 60% of vehicle breakdowns are related to worn-out tires and wheel issues. Vehicle downtime adds significant costs for roadside service, repairs, labor, etc.

Web and mobile software platforms deliver advanced visibility to fleet managers and drivers to resolve tire-related concerns before downtime occurs.



OPTIMIZE MAINTENANCE

With complete visibility to tire analytics, internal and 3rd party tire maintenance can be optimized. No more arbitrary scheduling or premature tire changes.

Obtain historical and accurate reports of all tire-



IMPROVE FUEL EFFICIENCY & SUSTAINABILITY

Tires are the single most important asset, influencing over 50% of operating costs (tires, fuel, labor, roadside assistance calls, & more).

Cerebrum's Intelligent Tire Solutions deliver tangible savings, increase operator accountability, and reduce

related maintenance: rotations, inspections, tire changes. Expedite pre/post trip inspections with real-time tire health.

headaches beyond the tires.

Markets Served



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Efficiency-seeking fleets and industry partners use Cerebrum for proactive tire management



Awards & Recognition



News & Updates



Tesla Releases Intelligent Tire Sensors

In 2022, we announced the upcoming release of Cerebrum's newest intelligent tire sensor, the OEM sensor. This sensor was developed in collaboration...

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Cerebrum Receives New Product Award: SEMA Show 2024

Cerebrum Intelligent Tire Technology recently unveiled its newest feature at the 2024 SEMA convention In Las Vegas. The new feature presented is Ti...

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Cerebrum Expands Intelligent Tire Management Solutions

In 2019, Cerebrum Sensor Technologies gained notoriety by introducing the world's first commercially available smart tire solution. Using a propri...

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