With almost 25 years as the premier provider of weather intelligence for a variety of industries—and a decade of experience developing road weather solutions for the vehicle—Baron is committed to solving your unique problems. Baron’s patented products aim to improve the livelihood of its customers in both business-to-business and consumer markets. Let Baron be your answer for critical weather intelligence.
Weather events affect even the most experienced drivers. According to a consumer automotive report, adverse weather conditions cause more than 1.4 million vehicular accidents each year, resulting in 800,000 injuries and 7,000 fatalities.

Baron’s Driver Safety Solution uses accurate, patented technology to improve driver safety through an easy-to-implement API that works with any connected device. Developed by a team of software developers, scientists, mathematicians and meteorologists, this user-friendly, state-of-the-art weather product provides your customers with critical information on current and forecast adverse road conditions to ensure safety while driving.

- Deliver real-time, location based alerts for current road conditions to keep drivers safe.
- Offer customers critical road weather data for the U.S. and worldwide.
- Increase safety and customer loyalty by offering a comprehensive and easy-to-use weather data product designed to enhance the driving experience.
With 500 million hours of weather related delays on highways each year, congestion can lead to impaired road conditions and frustrated drivers. Baron’s Driver Safety Solution data keeps drivers informed of approaching road situations and weather information, delivering a better driving experience to your customers and making the roads safer for everyone.

- Users stay informed about conditions at their exact location and alerts inform about route conditions.
- Add value to your products and improve the driving experience by integrating Baron’s Driver Safety Solution into your navigation engine.
- Generate highly accurate driver alerts with technology based on Baron’s proprietary algorithms.

Whether it is rain, heavy winds, icy roads or reduced visibility, severe weather directly impacts driver safety and performance. Being ill-prepared for such events can lead to costly outcomes for insurance companies. Baron’s Driver Safety Solution arms you and your customers with the knowledge that helps motorists make more informed decisions when faced with risky road conditions.

- Reduce claim costs by offering customers a product to help them safely navigate through treacherous road conditions.
- Historical archive to verify road conditions at the time of accidents/claims.
- Proactive forecast for problem areas enabling you to alert and mobilize claims staff.
According to the U.S. Department of Transportation, the cost of weather-related delays to the freight industry are estimated at $8.659 billion annually. With Baron’s Driver Safety Solution, fleet managers are able to make informed decisions for daily operations. Managers and drivers are able to stay alert to the proximity to inclement weather, allowing them to bypass problematic road conditions.

- Maximize shipping efficiency and increase revenue by avoiding costly accidents and delays.
- Increase your bottom line by making well-informed business decisions.
- Coach drivers on improving their performance using contextual weather data combined with driver analytics.
- Baron Driver Safety Solution tools are easy to use and understand making your staff more productive and safe.