

Paris, 03 December 2025

## **GEOPOST LAUNCHES GEOPOST VISION, A NEW VENTURE SERVING THE FUTURE OF MAPPING AND MOBILITY**

*Updating maps, monitoring road conditions, or bringing automotive driver assistance systems up to date are just a few examples of what becomes possible thanks to the real-time collection of street-level imagery enabled by Geopost's delivery vehicles as they travel across Europe.*

- **With its new venture, Geopost leverages its 65,000-vehicle fleet to collect road data on a constant basis, bringing fresh street-level imagery to Europe at scale.**
- **Using state-of-the-art technology, Geopost Vision provides GDPR-compliant insights to partners in mapping, smart mobility and infrastructure planning.**
- **Geopost Vision already covers millions of kilometres in 11 countries and will expand EU-wide by 2026.**

Geopost, a leading international parcel delivery network and innovation-driven logistics provider, announces the launch of Geopost Vision, a new entity dedicated to unlocking the value of the vehicle fleet data of its business units for the benefit of partners in mapping, smart mobility and infrastructure planning.

*"By harnessing Geopost's unmatched delivery network and state-of-the-art camera technology, we're building Europe's most up-to-date and scalable street-level imagery platform, providing access to GDPR compliant data that can enhance navigation and road safety, or improving the quality of urban infrastructure."* said Martin Calmels, CEO of Geopost Vision.



### **A unique pan-European and compliant data source**

Geopost operates over 65,000 vehicles every day via its business units, covering more than 2 billion kilometres per year across 22 countries. With Geopost Vision, the Group leverages the breadth of its delivery fleet to provide up-to-date, high-frequency, GDPR-compliant road environment data.

Geopost Vision equips several thousand vehicles from Geopost brands such as DPD, SEUR, BRT, and Chronopost with connected state-of-the-art dashcams. These cameras, integrated into delivery routes, passively and continuously

collect anonymized, GDPR-compliant imagery across urban, suburban, and rural environments. Every delivery tour is turned into an opportunity to better understand Europe's evolving streetscape and achieving unmatched coverage and refresh frequency. This data is made available through APIs to clients including mapping providers, mobility companies, smart city stakeholders and insurers.

Conscious of its responsibility as a data collector, Geopost Vision is fully committed to the strictest privacy and compliance policies. All collected imagery undergo strict anonymization to remove personal identifiers such as faces and license plates, ensuring full adherence to GDPR and the highest standards of data protection. Moreover, the imagery is never made publicly available and is only used by Geopost Vision customers to detect, for example, new objects on the road such as road signs, speed limits and traffic lights.

### **Supporting European innovation in mapping and smart cities**

Geopost Vision's imagery is already available in 11 European countries (UK, France, Spain, Italy, Germany, Hungary, Slovakia, Ireland, the Czech Republic, Portugal, and the Netherlands) and will be soon expanded to 10 more (Poland, Latvia, Lithuania, Estonia, Belgium, Luxembourg, Croatia, Slovenia, Bulgaria, and Romania). In total, the solution will cover 21 European countries by mid-2026.

### **Geopost Vision currently supports organizations across multiple sectors, including:**

- **Mapping & Navigation – validating and refreshing road networks.**
- **Automotive & Autonomous Driving – providing real-world training imagery for ADAS and SDV development.**
- **Infrastructure & Maintenance – monitoring road conditions.**
- **Smart Cities & Mobility – supporting urban planning and mobility insights.**
- **Insurance & Risk Assessment – enhancing claims validation and risk analysis.**
- **Consulting & Strategy Firms – powering location intelligence and mobility innovation.**

The launch of Geopost Vision reflects Geopost's ambition to actively support the development of resilient, data-driven infrastructure and services in Europe. By offering up-to-date, granular road data at scale, the company aims to play a key role in the improvement of mobility for all, from drivers to platforms, cities and citizens.

Geopost Vision will be present at CES 2026 in Las Vegas, alongside its camera and imagery platform provider, Nextbase, to demonstrate how its use of advanced in-vehicle camera systems is enabling a new era of geospatial data collection at scale.

Read more on [Geopost Vision](#)

\*\*

### **About Geopost**

Geopost, a European leader in parcel delivery and solutions for e-commerce, operates in more than 50 countries across all continents through its network of expert delivery brands, including: DPD, Chronopost, SEUR, BRT, Speedy Jadlog and Asendia. Leveraging its industry-specific expertise, Geopost is further growing the development of out-of-home services with Pickup, one of the densest parcel shop and locker networks in Europe and is also expanding temperature-controlled solutions for the food and healthcare business. In a world of acceleration and transformation, Geopost engages and embraces new e-commerce territories with ESW via Asendia.

With 57,000 employees, Geopost endeavours to make commerce more convenient, profitable and sustainable for its customers and communities. Committed to becoming an international reference in sustainable delivery, Geopost is the first global delivery company to have its roadmap to Net Zero by 2040 approved by the Science Based Targets initiative (SBTi).

Part of the La Poste group, Geopost generated a €15.8 billion revenue and delivered 2.1 billion parcels worldwide in 2024.

### **About Geopost Vision**

Geopost Vision is a new venture launched by Geopost to make the most of its delivery fleet's operational data to support innovation in mapping, mobility, and infrastructure across Europe.

By equipping delivery vehicles with connected dashcams, Geopost Vision enables the seamless collection of high-frequency, GDPR-compliant road environment data. This information, made available via API, helps partners enhance navigation systems, support autonomous mobility, improve urban planning, and refine risk modelling in insurance.

Geopost Vision reflects Geopost's ambition to contribute actively to smarter, safer and more sustainable mobility ecosystems.

### **Press Contact**

La Poste group press department – [service.presse@laposte.fr](mailto:service.presse@laposte.fr)