FLINE x ETSC

The missing layer in drink driving.



A brief intervention at the moment people decide to drive: where they drink, before the next drink and before the keys.

Maxence Jacques de Dixmude · Co-founder and CTO, Fline · November 2026

“I feel fine.”

THE LAW

Says you can drink a little and still drive.

→

THE LIMIT

Cannot be felt. So when does a little become too much?

→

THE ALCOHOL

Makes you more confident, right when you should doubt.

So the decision to drive is guesswork. And every proven layer acts after it.



Drinking	Deciding to drive	Driving	Crashing
Campaigns, server training	**Nothing measures it**	Checkpoints, interlocks	Safe roads, safe cars

1 in 3

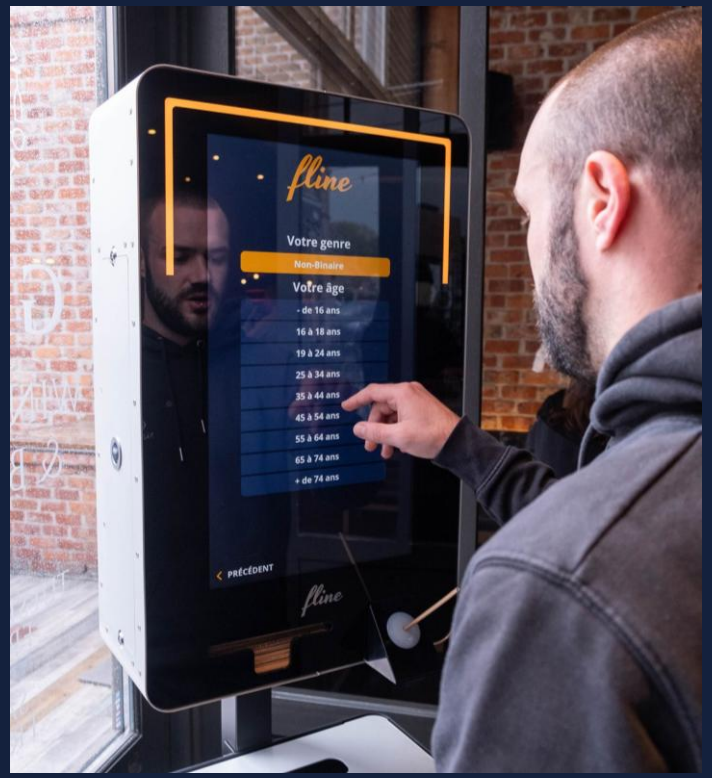
drivers over the limit were sure they were clear.

16,147 Belgian drivers leaving now, asked before the result. The error only goes one way, in eight countries.

Source: Fline survey and test data festivals (Belgium), 2024 to 2026. Eight country comparison in backup

Brief intervention, where people drink.

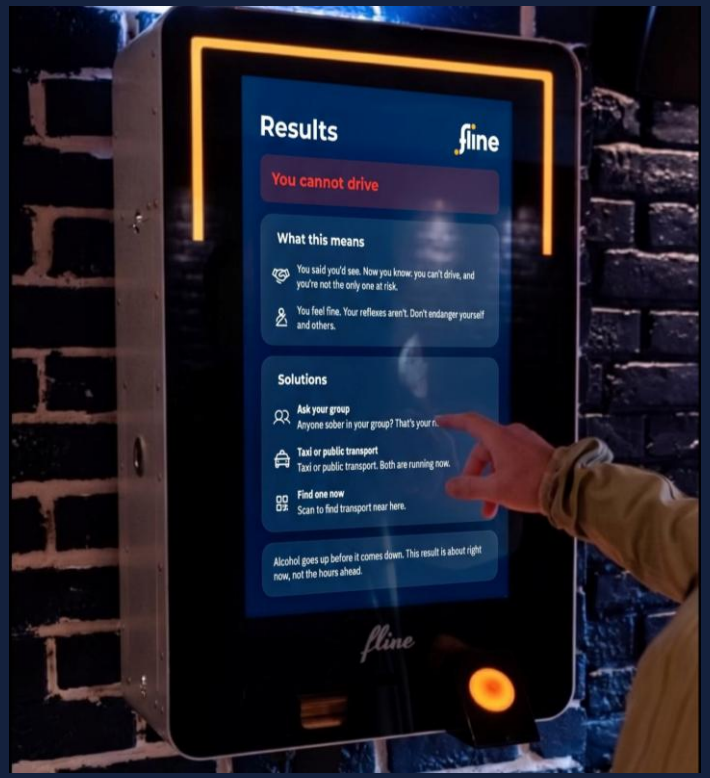
Before the next drink, before the keys: in 90 seconds, we nudge people to another way home.



→



→



1 · Engage

The test draws them in. Three questions first: driving? with whom? how fit do you feel?

2 · Reveal

Free, anonymous, a Dräger sensor. The number meets what they believed.

3 · Nudge

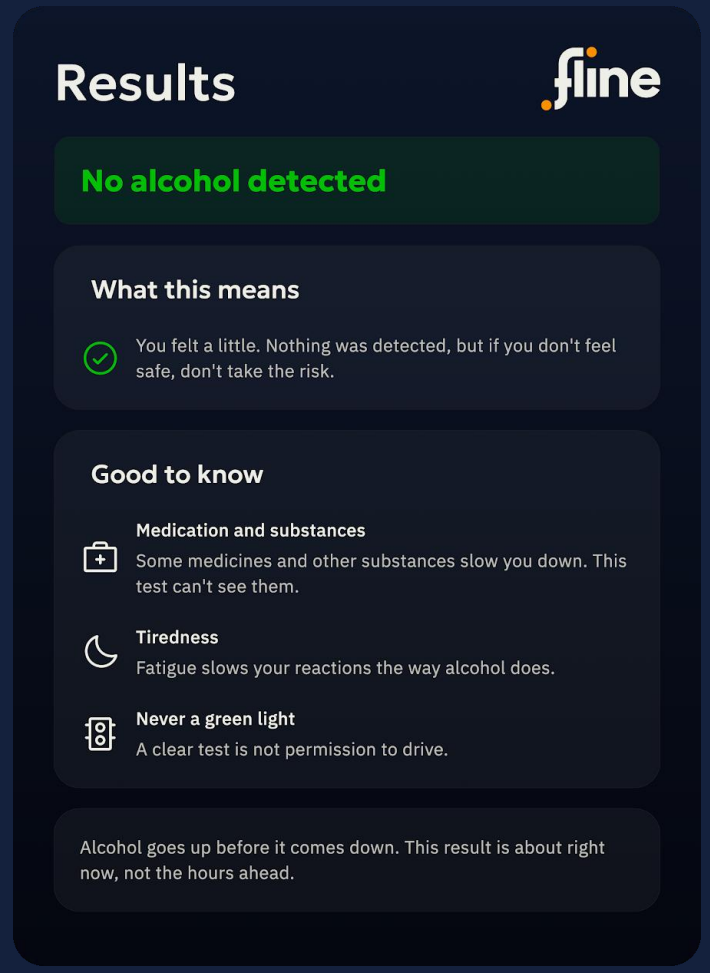
Their own words back to them, then one tap: a sober friend, a taxi, a timer.

Only 0.00 means fit to drive.

No legal limit on the screen. No number to drink up to.

Even a clear result says: **never a green light.**





The number changes the plan.

2 in 3

drivers measured over the limit said, before seeing the result, that it could change how they get home.

68%

of positive users changed their plans, in an independent evaluation by the Walloon road safety agency.

Declared behavior.

Sources: Fline survey and test data, Belgium and France, 7,400 drivers; AWSR evaluation of the Walloon Government pilot, 2022 to 2023

Already trusted by your peers.

2.7M

tests since 2024

400+

venues equipped

5

national road safety agencies

DEPLOYED WITH

- AWSR and Brussels Mobility, Belgium
- MA-Rusfri Trafikk, Norway· ANSR, Portugal
- Départements, France · FVS, Switzerland

SAFE TO DEFEND

- Screens and messages validated by each authority
- Anonymous: nothing identifies the person
- Never a green light: only 0.00 is fit to drive

RECOGNISED BY

- European Commission, Excellence in Road Safety Award
- WHO Global Ministerial Conference, 2nd prize
- French Ministry of the Interior, Innovation Prize

fline

Make drink driving a thing of the past.

Let’s have a talk after the conference.

Maxence Jacques de Dixmude · Co-founder and CTO, Fline · November 2026