

WDM USA Launches SCRIM® Predictive Analytics to Support Crash Prevention at TRB

WDM Launches New Crash Prevention Data Analysis and Technical Support Solutions at TRB with SCRIM® Predictive Analytics

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EINPresswire.com/ -- WDM, a global leader in road safety and pavement asset management data and exclusive provider of [SCRIM®](#) continuous pavement friction measurement (CPFM) technology, is unveiling a new suite of data analysis and technical support solutions at the 2026 Transportation Research Board (TRB) Annual Meeting.



SCRIM® Surveying Machines

The launch coincides with WDM's 80th year of operation and celebrates the company's evolution as a data-driven safety pioneer and continued commitment to technical excellence, innovation, and delivering safer roads.

“

What's exciting is that it turns high-quality data into actionable, strategic insights, helping agencies move to a proactive, cost-effective, risk-based approach preventing crashes before they happen.”

Ryland Potter

For decades, WDM's SCRIM® has been the international benchmark for assessing pavement friction and the relationship between roadway condition and crash risk. Using WDM's precise, reliable, robust friction data, agencies can:

- Identify and mitigate high-risk sites before crashes occur,
- Optimize pavement maintenance strategies for both safety performance and pavement condition, and
- Develop proactive asset management strategies that extend pavement service life and enhance safety

performance.

Building on this foundation, WDM's [SCRIM® Predictive Analytics](#) integrates [SCRIM® data](#) with roadway, crash, and environmental datasets and pavement engineering expertise to inform a proactive, pavement safety performance strategy. This new solution provides agencies with:

- Clear prioritization guidance based on safety risks and opportunities,
- Data-driven surface treatment and material selection recommendations, and
- Strategic insights that support long-term safety and pavement performance planning.

“Agencies have long trusted SCRIM® data to understand where friction-related risks exist on their network,” said Ryland Potter, Senior Vice President, WDM. “What’s exciting about this new solution is that it turns high-quality continuous friction data into actionable, strategic intelligence. It helps agencies move from reactive decision-making to a proactive, cost-effective, risk-based approach that prevents crashes before they happen.”

The WDM team will exhibit at Booth #501 at Transportation Research Board (TRB) Annual Meeting, taking place January 11-15, 2026, in Washington, D.C.

About WDM

WDM is a leader in continuous pavement friction measurement and predictive road safety analytics. With decades of experience using SCRIM® technology, WDM supports transportation agencies around the globe with data-driven decisions to enhance road safety, extend infrastructure performance, optimize maintenance investments, and better manage pavement assets.

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