

Motor Vehicle Accident Attorneys Discover Greater Precision in Jury Selection

Human-Verified Platform Examines Multiple Juror Factors to Support More Informed Decision-Making in High-Volume Auto Litigation

ORLANDO, FL, UNITED STATES, July 8, 2026 /EINPresswire.com/ -- [Motor vehicle accident litigation](#) often requires jurors to evaluate fault, causation, and damages based on their own driving experiences and deeply held beliefs about road safety and personal responsibility. These cases frequently activate strong pre-existing attitudes that can significantly influence how jurors assess credibility and assign liability. [ExposelQ](#) today announced expanded capabilities within its [JuryFit](#) platform to assist trial attorneys in approaching jury selection with greater structure and analytical support in these matters.



ExposelQ JuryFit

ExposelQ JuryFit assists trial teams by analyzing case theories against multiple juror dimensions, including demographic factors, life experiences, attitudes and beliefs, political and social values, personality and cognitive traits, and both implicit and explicit biases. The platform identifies combinations of these factors that may influence how certain jurors are predisposed to respond to a particular theory of the case. All assessments are subject to human verification by licensed professionals to ensure that the analysis remains accurate and strategically relevant.

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*Joseph Terp, Co-Founder of
ExposelQ*

From this evaluation, ExposelQ JuryFit generates targeted

Voir Dire questions, which also undergo human verification before being used to explore

potential alignment or misalignment during jury selection. Once a jury is empaneled, the platform enables attorneys to test key arguments, liability themes, and damages presentations against a Virtual Mirror Jury™. This simulation is constructed to reflect the personality profiles and group dynamics of the actual seated jurors. All outputs from the Virtual Mirror Jury process are reviewed through human verification to support more informed strategic decisions.

“In motor vehicle cases, jurors often interpret evidence through the lens of their own driving habits and beliefs about fault and responsibility,” said Joseph Terp, Co-Founder and CEO of ExposeIQ. “ExposeIQ JuryFit is designed to provide greater clarity by examining a range of demographic, experiential, and psychological factors during jury selection, while maintaining human oversight throughout the process.”

The platform supports trial teams in developing more consistent approaches to jury selection in high-volume motor vehicle litigation while preserving full professional judgment over final decisions.

About ExposeIQ

ExposeIQ develops litigation intelligence tools that help trial attorneys examine complex case information and juror dynamics with greater structure. By combining advanced technology with human professional oversight, the company's solutions are designed to support more informed decision-making throughout the litigation process.

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