Geopost launches Geopost Vision, a new venture serving the future of mapping and mobility

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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 Geopostâ€™s delivery vehicles as they travel across Europe.

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.

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.

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.

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

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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.

Source: La Poste Groupe

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