



Company Overview

SmartPedal Labs offers aftermarket solutions that utilize its award-winning pedal signal correction to improve the mileage of electric, hybrid, and fueled vehicles with electronic accelerator pedals.

The company took root in 2011 when Marc Lurie noticed a significant difference in mileage between cruise control and manual operation during his regular highway commute. After an initial investigation, Lurie contacted Attila Vass for additional expertise and together the two co-founders looked deeper into the technical problem and discovered an opportunity for greener, more efficient vehicles.

In 2016 after five years of development and testing, including both closed-course and open-road testing with vehicle manufacturers, SmartPedal Labs initiated sales with a line of aftermarket solutions designed to improve the efficiency of fleet vehicles, including cars, trucks, and vans.

Taking advantage of its industry-leading ROI, a growing number of municipal, county, and state fleets utilize SmartPedal to save fuel. And less fuel means fewer emissions: over the typical 7-year asset life of a vehicle with average mileage, the estimated savings equal the carbon absorbed by up to two acres of forest annually.

In 2019 SmartPedal Labs received the Clean Air Champion award from the East Bay Clean Cities Coalition at the NorCal Clean Fleet Technology Conference. Organized and decided by leading fleet managers, this award is considered a high honor in the industry.

SmartPedal Labs is privately held and performs all design, manufacturing and customer support in the United States to create local jobs and maintain the highest level of quality. The company has been granted three patents for its innovative fuel-saving technology with additional patents pending.