



INSURE THE BOX WARNS PARENTS AGAINST THE BLACK BOX 'WHITE LIE'

Radio 'confessions' reveal a worrying trend

www.insurethebox.com

London, 12th May 2017 – Insure The Box, the leading black box car insurance provider among young drivers, is urging parents to think twice about telling white lies to their children about having a telematics box installed in their car. This follows a spate of on-air radio 'confessions' from parents who admitted to lying to their children in the hope that this alone will ensure their safety on the roads¹.

Simon Rewell, Road Safety Manager at Insure The Box comments: "Telematics boxes are proven to effectively increase driver safety. However, it's important parents realise that the extended benefits of this technology, such as reduced speeding and lower accident rates, are realised with the installation of an actual black box."

Insure The Box policyholders have access to a personalised online portal which displays information about their driving and how they could improve in order to be a safer driver with the best chance of seeing their premiums reduce. A number of parameters are used to determine how safe a driver is - analysing if a motorist brakes or accelerates sharply, if breaks are taken on long journeys, as well as the speed on different types of road. Insure The Box analyse driving behaviour so that drivers with a safer and smoother driving style are rewarded.

Another important factor that makes the reality of a black box more valuable than the 'placebo' is Accident Alerts. The black box is able to communicate with Insure The Box when a significant G-Force impact is registered. Using data about the time of day, if the vehicle is still moving and the location of where the impact has occurred, enables Insure The Box to determine whether they should contact the driver to check if they need assistance or contact the emergency services on their behalf. On average, over the course of 2016, Insure The Box called the emergency services 16 times a month as a result of Accident Alerts.

¹ Simon Mayo Drivetime, 19th April 2017: <http://www.bbc.co.uk/programmes/b08m09g9>

“It’s somewhat concerning to see that some parents, no matter how good their intentions, think they can give their children the safety benefits that come with installing a black box just with a white lie”, continued Simon Rewell. “

“It’s crucial that parents and young drivers alike understand that the safer driving behaviour associated with telematics only comes through the use of a black box and the ability to provide feedback through an online portal. And, of course, a young person can only earn rewards and bespoke renewal prices if they have a black box to prove their safe driving.”

ENDS

Media enquiries to:

Parm Heer/Charlotte Hart/Elsa Findlay/Wendy Harrison/Alison Reeson

Tel: 0208 977 9132

Email: itb@harrisonsadler.com

Notes to Editors

Insure The Box

Insure The Box Limited launched in June 2010 with its first product; insurethebox, and is the UK’s largest telematics (or black box) insurance provider, now holding over 3 billion miles of driving data and associated claims. As well as insurethebox and drive like a girl (another Insure The Box brand) it also administers other telematics offerings.

Aioi Nissay Dowa Insurance Company of Europe Limited (ANDIE), subsidiary of Aioi Nissay Dowa Insurance Company Limited and part of the major Japanese insurance group MS&AD Holdings, Inc., acquired the majority stake in Box Innovation Group Limited (which is the 100% owner of Insure The Box) in March 2015. Together they are taking a leading role in the development of technologies that will change the face of motor insurance and the way we view the car.