

## **Insure The Box to sponsor 2016 National Road Safety Conference**

London, May 2016 - Leading insurance telematics provider, Insure The Box, is demonstrating its firm commitment to tackling road safety issues, especially for young drivers, with the announcement of its sponsorship of the 2016 National Road Safety Conference. Hosted by Road Safety GB's South West Region, the 2016 Conference will take place on 15<sup>th</sup> and 16<sup>th</sup> November at the Bristol Marriott Hotel.

"Our goal at Insure The Box is to encourage better driving amongst the youngest motorists by giving them insight into their driving behaviours", explained Simon Rewell, Road Safety Manager at Insure The Box. "Through the use of in-car technology – telematics - we are helping thousands of young people take control of their own insurance costs whilst simultaneously reducing road accidents.

"We know that by empowering young drivers – both through the financial incentive of savings on their insurance premiums and through direct insight into their driving behaviour – telematics is already having a positive effect on road safety. We are, therefore, very excited to be involved in the 2016 National Road Safety Conference where road user psychology is set to be a key discussion topic. We see the conference as a valuable platform to raise awareness of the role telematics can play in the bigger road safety debate."

Insure The Box is co-sponsoring the 2016 National Road Safety Conference alongside returning sponsors Colas and Vysionics. Topics to be covered will include road user psychology, public health and road safety, and social marketing, social media and engagement.

Jeremy Phillips, Road Safety GB director of research and chair of the 2016 National Conference committee, said: "We are delighted to have Insure The Box on board as a co-sponsor of the 2016 National Conference.

"The financial contributions from our sponsors and exhibitors mean we can set the delegate fees at a level that is affordable for many local authority road safety

professionals who may otherwise not be able to attend. This is one of the reasons we get such excellent numbers attending the Conference.

"Telematics offers the road safety industry something very exciting in terms of both understanding and influencing driver behaviour, and as such we hope this will be the start of a long-term relationship with Insure The Box, as has been the case with others partners from the private sector, most notably Colas."

insurethebox policies offer an initial 6,000, 8,000 or 10,000 miles of cover. A telematics box installed in the vehicle then monitors the policyholder's driving and safer drivers can receive up to 100 free bonus miles per month. Each policyholder has their own portal where they can check their progress, how many extra miles they have earned and how they could have earned more. Renewal premiums consider actual driving style, with safer driving earning the best prices, and an Accident Alert service comes as standard with every policy.

[Click here](#) to register to attend as a delegate, [click here](#) to book a stand at the exhibition which runs alongside the conference, or for more information contact Nick Rawlings (agenda and speakers) or Sally Bartrum (delegate registration and exhibition) on 01379 650112.

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**For further press information or interviews with Simon Rewell, please contact the ITB press office:**

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### **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 2.5 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), part of the major Japanese insurance group MS&AD, 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.

