



ITB 18.17 - National Road Safety Conference Sponsorship – 1<sup>st</sup> draft

## **INSURETHEBOX TO SPONSOR 10<sup>TH</sup> ANNUAL ROAD SAFETY CONFERENCE**

**27-28 November 2018, Grand Hotel, Brighton**

<https://www.insurethebox.com/>

London, ~~XX~~ July 2018 – Global pioneer of telematics-based car insurance, insurethebox, will sponsor the 10<sup>th</sup> annual National Road Safety Conference, demonstrating its long-standing commitment to tackling road safety issues .

insurethebox joins other organisations with a mission to understand how risks to road users can be minimised, or even eliminated – and has worked relentlessly to improve road safety by targeting young motorists' driving behaviour. At this year's National Road Safety Conference, insurethebox will be sharing the outcomes of a number of initiatives it has undertaken to tackle one of the biggest risks for young drivers – speeding.

The focus of this year's conference is 'things that went wrong'. Guest speaker Dr Shaun Helman will discuss a Learn to Drive initiative that had very little impact upon young driver safety. Deirdre O'Reilly, head of social research and behaviour change at Highways England, will discuss the importance of negative results and how they are used in the mission to improve Road Safety.

Simon Rewell, Road Safety Manager at insurethebox, commented: "Our mission at insurethebox is to encourage safer driving among young motorists by educating them about their behaviour and empowering them to drive more safely. Through our telematics data, combined with proactive contact with young drivers, we help young drivers to better understand how to drive more safely – and earn rewards for it. We firmly believe in rewarding positive driver behaviour in order to engender long-term good driving habits, saving both money and lives. Our telematics insight informs us how our customers are behaving on the roads, and delivers this to them through their

own personal driving portal. If motorists are driving safely they are rewarded at the end of each month through bonus miles,” he added.

insurethebox advocates a proactive communications programme to help young and inexperienced motorists understand the risks of poor driving. A key example of this is a proactive anti-speeding programme to help those who speed to understand the risks and, therefore, modify their behaviour. In the last year, this programme has seen speeding incidents among the highest risk drivers drop by 15%. The biggest reduction in speeding has been seen in 17 year olds who, on average, reduce their speeding frequency by 20% as a result of the insurethebox initiative. This has reduced accidents within this group by 5%.

Simon Rewell added: “We are very excited to be involved in the 2018 National Road Safety Conference, which will provide a valuable platform for us to raise awareness of the role telematics can play in the bigger road safety debate.”

Both Colas and Jenoptik have also renewed their commitment to sponsoring this year’s conference. Steve Horton, Road Safety GB director of communications said: “We’re naturally delighted that all three of our 2017 partners will be supporting our National Conference again this year. We firmly believe in long-term partnerships and have formed excellent relationships with all three organisations.”

insurethebox policies offer an initial 6,000, 8,000 or 10,000 miles of cover. Through a telematics box installed in the vehicle, insurethebox uses individual driver data to determine the risk profile of each policyholder and calculate their premiums. insurethebox shares driving data with each customer through a personalised online portal empowering them to better manage their driving habits, in order to reduce their insurance risk profile – and therefore their premiums.

**ENDS**

## **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.