



## #BALANCEFORBETTER: WHO'S THE BEST DRIVER?

**insurethebox data shows that women are safer drivers than men of the same age**

[www.insurethebox.com](http://www.insurethebox.com)

**London, 8 March 2019** – To celebrate International Women's Day, global pioneer of telematics insurance insurethebox has published data that shows women are the superior drivers in the battle of the sexes on the road.

insurethebox analysis of over 4.5 billion miles of driving data compared the genders to reveal that women are safer drivers, especially when it comes to speeding, where men are almost twice as likely (46%) to speed than women<sup>i</sup>. Younger drivers (17-25) are the biggest culprits, with young men speeding 55% more than young women. Among the youngest drivers the gap is even bigger, with 17 year old men speeding 76% more than women of the same age.

Women are also safer when it comes to driving at night. insurethebox data shows that driving in the dark is significantly more dangerous than driving when visibility is clear, and that young men drive 28% more than women during these hours<sup>ii</sup>. An insurethebox telematics policy includes Accident Alerts which use a number of data factors to assess a driver's possible involvement in a collision to trigger a call to the driver or emergency services<sup>iii</sup>. Nearly a quarter (23%) of insurethebox Accident Alerts happen between midnight and 5am, even though only 4% of road use is between these hours<sup>iv</sup>.

Meanwhile, insurethebox rewards good driving with bonus miles – and its women drivers earn 9% more bonus miles than men<sup>v</sup>. Young women between 17 and 25 are rewarded with 11% more bonus miles compared to men in the same age group due to their safer driving<sup>vi</sup>. However, as drivers get older the gap closes. On average, women aged 41-80 earn the same number of bonus miles as men in that age range<sup>vii</sup>. Overall, insurethebox customers earn 59 bonus miles per month on average<sup>viii</sup>.

insurethebox analysis also highlights regional gender differences in road safety. Men in Scotland are the biggest culprits of speeding<sup>ix</sup>. This contrasts with women in the East of England who are the least

likely to speed<sup>x</sup>. 20 year old Scottish men in particular are 4 times more likely to speed than women of all ages in the East of England<sup>xi</sup>.

Naomi Little, General Manager Communications, insurethebox, commented: “Speed is the single biggest contributor to driving risk – and the one thing that every driver has control over – yet it seems to be the biggest differentiator between young women and men driving safely. Men can #balanceforbetter by taking their foot off the pedal.

“insurethebox data shows that drivers who speed 20% of the time increase their risk of having an accident by 87%. This is partly because when driving at excessive speeds drivers have less time to react to any unexpected hazards. No matter who’s driving, drivers need to give themselves the time to make every journey a safe one.”

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

**ENDS**

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**Notes to Editors**

**insurethebox**

Insure The Box Limited launched in June 2010 with its first product, insurethebox, and now holds over 4.5 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. Insurethebox is owned by Aioi Nissay Dowa Europe Limited, part of the major Japanese insurance group MS&D Holdings, Inc. The group is taking a leading role in the development of technologies that will change the face of motor insurance and the way we view the car.

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- <sup>i</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>ii</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>iii</sup> Insurethebox Accident Alerts - if a significant G-Force impact is registered, insurethebox examines the time of day, whether the vehicle is still moving, and the type of road the vehicle is on. If insurethebox detects a high impact, its team will attempt to contact the customer to check they are alright. If insurethebox is unable to reach the policyholder, its team will review and make a decision on whether to call the emergency services with the location of the vehicle.
  - <sup>iv</sup> Analysis of insurethebox Accident Alerts.
  - <sup>v</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>vi</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>vii</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>viii</sup> Analysis of insurethebox Bonus Miles data Nov17-Oct18
  - <sup>ix</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17, Jun18
  - <sup>x</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18
  - <sup>xi</sup> Analysis of insurethebox Bonus Miles data Jan17-Dec18, excl. Dec17,Jun18