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ingenie enhances its innovative technology partnership with Dutch firm ANWB

3 years after the successful launch of ANWB's 'Drive Safe' telematics motor insurance in the Netherlands, which sees 35,000 customers of all ages driving with on board diagnostics devices (OBDs), ANWB and ingenie are today introducing a brand new telematics app to the Dutch market which will change how driving data is captured and delivered back to its customers.

The new ingenie app, 'ingenie Sensor', is being introduced to the Dutch market by ANWB under its 'Drive Safe' Brand. This latest innovation builds on the success of Drive Safe, which has surpassed ANWB's standard car insurance in delivering lower loss ratios and seen 89% of customers rewarded with discounts for safe driving. Uniquely calibrated against traditional gold standard black box telematics data for over 2 years and trialled with real customers in the UK and the Netherlands, 'ingenie Sensor' is set to be a game changer.

Martijn Smidt, ANWB's Product Manager, said: "Drive Safe is already a win-win product for us. Customers improve their driving the longer they are with us and are financially rewarded. At the same time there are less accidents so Dutch roads are becoming safer, and now thanks to the app anyone of any age with a smartphone can become a Drive Safe customer."

Selim Cavanagh, ingenie's Chief Executive Officer, said: "in launching ingenie Sensor it was important to stay true to our roots of transforming how people drive in order to save lives. ingenie Sensor maintains our focus on delivering market leading loss ratios and levels of customer engagement traditional insurers can only dream of whilst reducing the financial barriers of entry to telematics insurance for our partners. We've introduced new functionality which will help customers appreciate the impact of being distracted by their smartphone and which also gives them personalized information through heatmaps about worrying driving trends."

Marin Roos, Director of Innovation for ANWB Insurance, said: "When we embarked on this journey we anticipated and realised significant insurance business benefits but one of the added value side effects we didn't anticipate was how much closer it would bring us to our customers and how engaged they would be with their driving feedback and as a result, our brand."



We are continually focused on innovation and this year we are responding to our customer's feedback and extending our product offering and partnership with ingenie by launching the new app which we believe will deliver equally strong business and customer results."

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About ingenie Business

ingenie Business works with forward thinking companies to deliver telematics motor insurance products that change driver behaviour and drive down loss ratios.

It translates telematics data into measurable customer adoption and genuine customer engagement, influencing how drivers think, feel and act. This helps insurers create smarter insurance policies that improve retention, reduce commercial risk and make roads safer.

ingenie Business' operations blueprint, formulated through 8 years of retail telematics experience in the UK, in combination with its market leading, device agnostic technology platform, proven algorithms and data analytics capability, enables insurers to fast track telematics implementation into their existing operation.

ingenie was the first in the market to effect real change in driver behaviour through a combination of proactive engagement, education, rewards and intervention which delivers market leading loss ratios for the insurers who support ingenie's retail products and ingenie Business Partners.

About ANWB

The Royal Dutch Touring Club ANWB offers a wide range of services related to roadside assistance and medical and repatriation assistance abroad, legal assistance, travel, information products, insurances, selling travel related products, and many other products and services in the areas of recreation, tourism and mobility. Furthermore, the ANWB is active in lobbying in the fields of car driving, mobility, travel and recreation.

ingenie