

Intact Insurance launches my Driving Discount program to reward good drivers in Alberta

CALGARY, June 5, 2017 /CNW/ - Alberta drivers now have a chance to save up to 25 per cent on their auto insurance premium thanks to a new and innovative program from Intact Insurance. Intact has launched the **my Driving Discount** program, which uses driving data collected by a mobile app to determine a personalized discount for customers based on their driving habits.

Personal auto insurance customers can download the easy-to-use mobile app onto their smartphones, while commercial auto insurance customers receive an on-board diagnostic (OBD) device that connects to the OBD port in their vehicle. Both methods collect driving data to determine the potential discount, up to 25 per cent, which is applied to their auto insurance premium on their next policy renewal.

Rosa Nelson, Vice President of Sales and Business Development, West, Intact Insurance, said the program is intended to reward drivers who consistently drive safely.

"This program encourages customers to improve their driving habits by offering them an opportunity to save money based on their good driving behaviour," she said. "More and more, safe drivers are looking for customized insurance programs that reward them for good habits on the road and **my Driving Discount** does exactly that."

Customers' driving behaviour is assessed on the basis of three factors: hard braking, rapid acceleration and time of day. Customers receive a one-time discount on their premium just by signing up for the program – 10 per cent for personal auto insurance customers and five per cent for commercial auto insurance customers – which is replaced by their personalized discount of up to 25 per cent on their next renewal following an assessment period.

In order to be eligible for the personalized discount on renewal, customers must complete an assessment period of approximately nine months.

Customers using the device can view their potential discount and a summary of their trips on a personalized website. Customers with the app can access this information from their mobile device at any time. Customers will also receive a weekly email with a summary of their trips.

The **my Driving Discount** program was initially launched in Ontario in 2013, and subsequently made available in Nova Scotia, New Brunswick and Quebec. For more information, see www.intact.ca.

About Intact Insurance and Intact Financial Corporation

Intact Insurance is Canada's largest home, auto and business insurance company, the choice of more than four million consumers. Its coast-to-coast presence and its strong relationship with insurance brokers mean the company can provide the outstanding service, comfort and continuity customers deserve. [Intact Insurance](http://www.intact.ca) is a member company of [Intact Financial Corporation](http://www.intact.ca) (TSX: [IFC](http://www.intact.ca)), the largest provider of property and casualty insurance in Canada.

SOURCE Intact Insurance

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