

ingenie enhances its innovative technology partnership with Dutch firm ANWB

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ANWB and ingenie are introducing a new telematics app to the Dutch market which will change how driving data is captured and delivered back to its customers. The launch comes 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).

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."

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