
Octo Telematics Launches New Driving App To Reward Good Drivers with Cheaper Insurance

London, Tuesday 1 September 2015: Global telematics leader [Octo Telematics](#) has launched a free smartphone driving app called 'Octo U' that rewards good drivers with cheaper insurance. The app uses telematics technology to monitor and score driver or rider behaviour and provides users with the option of a personalised insurance quote based on their scores.

Octo U uses GPS technology to gather journey information and rank each trip based on driving behaviour such as speeding, harsh braking and acceleration. The app also takes into account elements such as weather, road conditions, time of day, type of road, distance, length of journey, cornering, and traffic conditions. Whatever their score, the app sends drivers tips on how to improve.

Drivers with good scores are rewarded with the option of an insurance quote from a panel of insurers, which they can choose to accept at their discretion. *

Benefits of Octo U:

- Auto stop and start function requires no driver interaction and makes it easy to record trips
- Accurate insights into driving behaviour
- Practical hints and tips on how to improve
- Discounted insurance premiums for good drivers and riders
- Benefits of telematics in a smartphone format

Fabio Sbianchi, CEO, Octo Telematics says: "We are putting control back into the hands of drivers. We hope that by better understanding what makes a good driver and with the incentive of a cheaper insurance quote, app users will be safer on the roads."

The app launch was launched at last weekend's Octo British MotoGP™ at Silverstone, where Octo was the event's title sponsor. It was also supported by [Brake](#), a road safety charity which campaigns for better driving.

Dr Tom Fisher, senior research and communications officer, Brake, said: "Changing driver behaviour is crucial in reducing collisions and helping all road users to make safer choices at the wheel. In-vehicle technology is an invaluable tool in informing and improving driver behaviour.

"Telematics can play an important role in alerting road users to their own risky and potentially dangerous behaviours such as speeding and harsh braking, which is why we are excited about the launch of Octo U."

Octo U is available as a free download for iPhones and Android devices and will be available worldwide. In the future, Octo also plans to add non-insurance based products and services that are focused around reducing the cost of motoring, rewarding customers with incentives that are specific to the trips they take and providing for enhanced social sharing and engagement.

Octo U is available to download on Google Play, Apple app store and Amazon Kindle store from 28th August.

Visit: <http://www.octou.com/> for more information.

* Insurance option UK only

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About Octo Telematics

Founded in Italy in 2002, Octo is the global brand leader in **telematics services** for **insurance companies and car makers**, as well as pioneering applications in motor rental and fleet management, car manufacturing, governmental sectors and a fast growing range of specialist applications. Its analytics-based software extracts telematics data from systems installed on cars and motorcycles to support insurance companies' rate plans, manage the costs of claims and fraud. More than 150 customers and over 3.7 million subscribers currently use Octo services (June 2015). The company is headquartered in London, with offices in Rome, Spain, Germany, Brazil and the USA. <http://www.octotelematics.com/en/>