

Insurance app Octo U wins global award

14 January 2016: Octo Telematics' insurance application Octo U has been celebrated by the FWA (Favourite Website Awards) as their global mobile app of the day, voted for by a panel of judges from organisations including Google, Microsoft and Adobe.

The [Octo U app](#) turns a mobile phone into a tool that automatically detects your everyday driving and shows you how to improve it. The app converts your results into insurance discounts of up to 10%, loyalty points, fuel points and promotions.

Taking into consideration factors such as time of day, traffic and weather, the app enables users to:

- Better understand their driving style - Octo U automatically detects every trip and knows when drivers accelerate, brake and corner
- Access cheaper motor Insurance – Users are given a driver score to enable them to save money on automotive insurance costs
- Improve their driving with personalised tips
- See past drives – Drivers can view previous routes and associated data to monitor progress

[Octo U](#) won the prestigious digital award on 9th January 2016.

-Ends -

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About Octo Telematics

Octo is the global brand leader in telematics services for insurance companies, car makers, car rental companies and fleet managers. 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. Octo's integrated technology enables greater car connectivity as well as pioneering a fast-growing range of specialist applications. Founded in 2002, Octo telematics now partners with more than 150 companies all over the world and serves 3.8 million subscribers, with an average growth rate of over 150.000 new subscribers per month. The company is headquartered in London, with offices in Rome, Spain, Germany, Brazil and the USA. <http://www.octotelematics.com/en/>