
65,000 consumers take control of their insurance premiums with Octo U smartphone app

London, Friday 30 October 2015: Global telematics leader [Octo Telematics](#) has launched its mobile app, 'Octo U', in Italian and Spanish localized versions. The new features were launched alongside IBM at their IBM insight event in Las Vegas this week 26 October 2015. The news comes in the same week that Octo U has reached 65,000 users across the UK.

The app uses telematics technology to monitor and score behaviour. Drivers with good scores are rewarded with the option of a discounted insurance quote from a panel of insurers, which they can choose to accept or decline. Only if they accept the discount are the scores then submitted to the insurers.

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 relevant tips on how to improve their driving habits to create safer drivers.

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
- Benefits of telematics in a smartphone format

Fabio Sbianchi, CEO, Octo Telematics says: "We want to make roads safer through better drivers. Octo U gives drivers insight into their driving behavior thus improving their driving habits. By extending our offering into more markets across Europe we hope to raise awareness of the benefits of telematics for both users of the technology and other drivers on the road."

Octo has also partnered with [Brake](#), the road safety charity, alongside their annual "Road Safety Week" campaign. The best scored Octo U driver during the month of November will win two hospitality weekend tickets to the British Moto GP on July 15-17 (incl accommodation).

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.

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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/>