

---

## **MotoGP racing team, Pramac, signs Octo Telematics as new title sponsor**

*Newly named Octo Pramac Racing Team will make its debut on the grid at this weekend's Mugello MotoGP race in Italy*

**Rome, 27 May 2015:** Octo Telematics, one of the world's biggest suppliers of insurance telematics technology has announced that it will become the title sponsor of the Pramac MotoGP team. This means that, starting at this weekend's Moto Grand Prix at Mugello, the team will be known as 'Octo Pramac Racing Team'.

This sponsorship deal underlines Octo's strategic commitment to developing telematics solutions for motorcyclists. This strategy started with the European launch of "Octo Rider 1", the first device designed to allow motorcyclists to benefit from personalised services for bike insurance policies based on the "pay as you drive" concept.

The technology partnership signed with Pramac Racing Team (a Ducati factory-supported team) will enable Octo to test and experiment new applications in order to transform this experience into innovative services accessible to everyday riders of scooters and motorcycles.

*"We are highly optimistic about our partnership with Pramac because our companies share common values, ranging from the technological leadership in their respective sectors, to the ability to bring Italian quality to the world, working with passion and expertise to ensure satisfaction to customers" - said Fabio Sbianchi, CEO of Octo Telematics. "Octo Pramac Racing Team" offers an ideal platform to enhance the technological know-how of Octo, allowing it to get closer to end-customers by offering innovative products and services. Every day, our technology allows us to collect and analyse thousands of pieces of data per second and when I think of our Data Center, I think this information travels on our secure networks with the same reliability and speed of motorcycles racing on the track. "*

*"It's very satisfying to be able to link the name of Pramac and our team to that of a dynamic innovative company like Octo Telematics. From the beginning we identified great similarities in both the production and sales philosophy of Octo that align well with the high performance world of MotoGP" - said Paolo Campinoti, CEO of Pramac Racing Team. "We are delighted to celebrate this partnership a few days before the Italian Grand Prix in Mugello, the "home race" for Pramac and its fans, with hope for a great result that could represent the first in a long series of successes to share with Octo ".*

“Octo Rider 1” is a reduced size low consumption telematics unit adapted to be installed on motorbikes, characterized by a compact form factor equipped with rechargeable back up battery. The product consists of a microprocessor, a high precision 3-axis internal accelerometer, a GSM module with internal antenna and an internal GPS/GLONASS receiver.

It is a professional installed device and once the end user has subscribed to the policy, the Octo customer centre will organize the installation with the professional installer network closest to the customer.

Data acquired through “Octo Rider 1” is analysed and processed in OCTO’s data center enabling motorcyclist a wide range of high quality dedicated services. "Octo Rider 1" is the starting point for high-tech services that Octo will introduce through time in the motorbike market.

Octo Telematics, is a global brand leader in telematics for insurance companies, car makers, car rental and fleet which provides telematics services useful to the definition of policies and innovative services for its customers.

Thanks to the contribution of specific software analytics-based , Octo is able to analyze and extract value from the quantity of data collected by telematics systems installed on cars and motorcycles; the use of these data supports insurance companies in the construction of new rate plans and manage the costs of claims on time removing frauds that otherwise would fall on all insured persons.

Octo has also introduced in the rental car - car rental fleet - services designed to reduce insurance costs and improving the efficiency in the process of maintenance and fleet management.

Founded in Italy in 2002, Octo Telematics has today more than 130 customers around the world divided between insurance companies, manufacturers and car hire companies and over 3.4 million subscribers to its services and an average growth rate of more than 7.000 new users per month; the company, in addition to Italy, is present in the main European countries, USA and Brazil.

[ends]

#### **Press contacts**

**Lance Concannon or Andy Ha**

Hudson Sandler, 020 7796 4133

[octo@hudsonsandler.com](mailto:octo@hudsonsandler.com)

#### **About Octo**

Octo is the global brand leader in **insurance telematics services** as well as pioneering applications in motor rental and fleet management, car manufacturing, governmental sectors and a fast growing range of specialist applications.

<http://www.octotelematics.com/en/>