
Octo Announced as Title Sponsor for British MotoGP™ round

LONDON - 04 June 2015: The 12th round of the 2015 MotoGP™ World Championship, at the Silverstone Circuit in Northamptonshire, Great Britain, on August 30th, has confirmed a new title sponsor.

The agreement with the series' commercial promoter Dorna Sports SL, sees Italian telematics company Octo Telematics take the complete sponsorship package including naming rights for the 2015 British event, which will be called the Octo British Grand Prix. It also has an option to extend the deal for a further two years.

Octo's telematics services capabilities span driving and riding behavior, crash notification and claims assistance. Its data and analytics allows insurance, automotive, renting and fleet partners to deliver simpler, cheaper and easier insurance policies and services to their customers.

Octo is also the current title sponsor for the Octo Pramac Racing MotoGP™ team. The relationship is also a technology partnership providing Octo with a platform to develop its motorcycle telematics technology, Octo Rider 1.

Fabio Sbianchi, CEO, Octo Telematics said: "Silverstone is the home of MotoGP™ in the UK and The Octo British Grand Prix is a huge platform to demonstrate Octo's commitment to international motorsports and to further our connected car and bike telematics services. The Octo British Grand Prix gives us the perfect opportunity to showcase what we do."

Pau Serracanta, Managing Director of the Commercial Area at Dorna Sports commented: "We're pleased to welcome a global market leader such as Octo in the MotoGP™ World Championship. The company quickly established itself as a reference by offering cutting-edge telematics services and this collaboration should allow them to further heighten their profile on a global scale. Being at the forefront of technology and innovations is key for the MotoGP™ World Championship, and this partnership with Octo gives them the perfect platform to develop their own strategy."

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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 3.4 million subscribers currently use Octo services (latest figures from March 2015). The company is headquartered in London and Rome, with offices in Spain, Germany, Brazil and the USA. <http://www.octotelematics.com/en/>

Octo Rider 1

Following more than 10 years in car telematics, Octo launched technology for motorcyclists subscribed to telematics insurance in May 2015.

Octo Rider 1 is a compact, low consumption telematics unit comprising of a microprocessor, a high precision 3-axis internal accelerometer, a GSM module with internal antenna and an internal GPS/GLONASS receiver plus rechargeable back up battery. Systems are professionally-installed.

Data acquired through Octo Rider 1 supports insurance companies' rate plans, manages the costs of claims and fraud, and gives motorcyclists a wide range of high quality dedicated services.

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