

## **Octo Supports Safer Driving for Brake's Road Safety Week 2016**

LONDON, 1<sup>st</sup> November, 2016: Octo Telematics said today that it is supporting, Road Safety Week through its partnership with Brake, the road safety charity operating across the UK, for the second year running. Taking place from 21<sup>st</sup> to 27<sup>th</sup> November 2016, Road Safety Week is the UK's biggest road safety event, involving thousands of schools, organisations and community groups.

Five people are killed every single day by something we already know how to cure. Our roads are dangerous places, where hundreds of deaths and serious injuries take place every week. But by changing our driving behaviour, we can help to make our villages, towns and cities safer places to be. Every action that we take, as a driver or as a passenger, can change the outcome of a journey and the future of a family. The 2016 campaign will focus on the six elements of safer driving: Sober, Silent, Sharp, Slow, Sustainable and Secure. Octo Telematics has a strong commitment to creating safer drivers. The company is at the forefront of telemetry technology and has developed powerful analytics that are transforming the driving behavior by providing drivers with actionable intelligence. Octo is constantly improving algorithms that assess contextual driving behavior crash alerts and accident reconstruction, with the ultimate goal of making roads safer for everyone.

Martin Williams, Managing Director, Octo Telematics said: "As our roads become busier it is now even more important that drivers are educated on how to be safer. We believe that telematics and the data it gathers plays a key role in educating drivers by giving them detailed information based on their own driving. They are then able to make informed decisions about how they act on the road."

Richard Coteau, Corporate Fundraising Manager, Brake said: "We are very proud of our partnership with Octo Telematics, and thank them for their continued support and work in reducing road crashes. Telematics can play a vital role in helping to monitor and improve driver's behaviour, which is crucial in ensuring we reduce collisions. That's why this year's theme for Road Safety Week is the Brake Pledge, helping to spread awareness about six simple things to save lives"

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### **About Octo Telematics**

Octo is the number 1 global provider of telematics and data analytics solutions for the auto insurance industry. Founded in 2002, Octo is one of the pioneers of the insurance telematics industry. Today, Octo is the largest and most experienced insurance telematics company in the world, transforming auto insurance through behavioral, contextual and driving analytics for more than 60 insurance partners. Octo has more than 4.6 million connected users and the largest global database of telematics data, with over 136 billion miles of driving data collected and 358,000 crashes and insurance events analyzed (as of 30 September 2016). Octo applies proprietary algorithms to this market-leading database to deliver powerful new



insights into driver risk, informing solutions that benefit both auto insurance companies and policyholders. The company is headquartered in London, with offices in Boston, Rome, Stuttgart, Madrid, and Sao Paulo. <http://www.octotelematics.com/>