

How ready are consumers for connected cars and usage-based car insurance?



U.S. drivers of all ages are **embracing new driving technology**. And many are willing to **share driving data** for a better deal on **car insurance**.

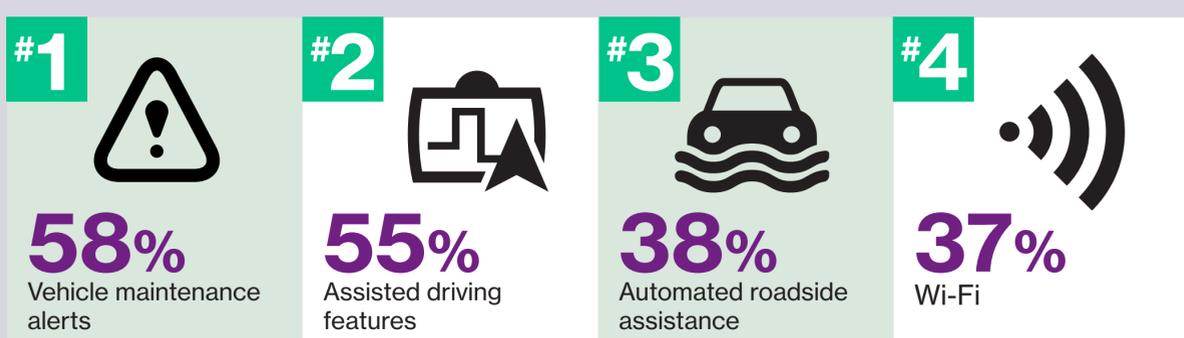
New driving technology appeals broadly to most consumers

55% of consumers surveyed say they will likely purchase a new or pre-owned vehicle with **new technology features*** in the next **24 months**.

Consumer interest in buying a car with new technology				
	Millennials (1981 – 1992)	Generation X (1965 – 1980)	Baby boomers (1946 – 1964)	Older generations (1920 – 1945)
Likely	79%	66%	42%	36%
Neutral	12%	17%	19%	19%
Unlikely	9%	17%	39%	45%

*Wi-Fi, vehicle maintenance alert system, vehicle theft tracking, built-in entertainment system, automated emergency roadside assistance, driver coaching tools such as speed alerts, Apple/Android compatibility, assisted driving features or self-driving capabilities

Features most desired by potential car buyers*



Age matters, but not as much as you might think

Top-five driving features by age group*				
	Millennials (1981 – 1992)	Generation X (1965 – 1980)	Baby boomers (1946 – 1964)	Older generations (1920 – 1945)
Vehicle maintenance alerts	#1	#1	#1 (tied)	#1
Assisted driving features	#2	#2	#1 (tied)	#2
Automated roadside assistance	#4	#3	#3	#3
Wi-Fi	#3	#4	#4	#5
Vehicle theft tracking	#5	#5	#5	#4

*Consumers expecting to purchase a new or pre-owned vehicle in the next 24 months

Four out of five drivers are open to sharing their recent driving data* for personalized insurance quotes

Millennials Definitely/Probably 78% Not sure 15% Total 93%	Baby boomers Definitely/Probably 51% Not sure 28% Total 79%
Generation X Definitely/Probably 61% Not sure 26% Total 87%	Older Definitely/Probably 26% Not sure 27% Total 53%

*Recent driving data such as the past month's data from navigational apps or in-car system



Different ways of collecting driving data are widely acceptable	
In-car system (e.g., Ford SYNC):	80%
Small easy-fit plug-in device:	77%
Device you already use (e.g., TomTom navigation):	76%
Smartphone app you already use (e.g., Google Maps):	76%
Download smartphone app:	73%

Most usage-based insurance (UBI) policyholders* say it's a positive experience

*13% of consumers surveyed currently use or have used UBI

Positive 81%	Neutral 15%	Negative 4%
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Most drivers say UBI is a fairer way to calculate insurance premiums than traditional risk factors (e.g., age, gender, vehicle type)

Only 7% of consumers disagree.

Agree 63%	Not sure 30%	Disagree 7%
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UBI benefits most liked by policyholders*

93%	enjoy receiving additional benefits
88%	say it led to cheaper insurance premiums
88%	like seeing information about their driving
82%	like receiving advice to improve their driving

*Based on consumers surveyed who currently use or have used UBI



Top three most valued UBI features

45% Automated emergency call	38% Theft tracking	35% Breakdown notification
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Top three features for parents

100%	Automatically dispatches emergency services
99%	Informs you if your children are in an accident
97%	Prevents texting while driving

Want to unlock the potential of telematics data from connected cars? DriveAbility Marketplace is an insurance telematics exchange for insurers and Internet of Things data providers. We aggregate and analyze telematics data for convenient, personalized insurance offers. Whether you're just getting started with telematics or ready to join our marketplace, we can help you move forward with confidence. www.willistowerswatson.com/DriveAbility