

First telematics program offered through the broker channel in Alberta

Markham, ON - Pembridge Insurance Company is pleased to share that they have launched My_BRIDGE™, a Usage Based Insurance (UBI) offering in Alberta.

Pembridge created My_BRIDGE to help reward those drivers who exhibit safe driving behaviours with discounts on their premiums. Using a telematics device, My_BRIDGE records data on how a vehicle is driven. Data measured includes time of day and number of kilometers driven as well as speed and braking habits.

Pembridge is looking to attract and retain responsible drivers. This product will not only reward customers that are a good risk, but will also influence the behaviours and habits of all drivers who use it.

“Drivers enrolled in the My_BRIDGE program are able to monitor and adapt their driving behaviours based on results provided through an online portal,” states Bob Tisdale, President and COO at Pembridge Insurance Canada. “The outcome is that driving behaviours tend to improve, creating safer roads and providing greater discount savings to customers.”

Once drivers are enrolled in the program and the device is installed, their driving will be monitored for a six-month period, after which the data collected will determine the earned discount (up to 30%) that will be applied at renewal.

Usage based insurance programs are relatively new in Canada and gaining consumer interest across the country has been boosted by the potential for such programs to help improve driving habits and road safety while reducing insurance costs.

“Customer buying habits are changing,” Tisdale continues. “Consumers are sophisticated and educated. They want more control of their lives, including their auto insurance premiums. Pembridge is well positioned to cater to these evolving needs with initiatives such as My_BRIDGE, by empowering drivers to directly influence their premiums.”

About Pembridge Insurance Company

Pembridge Insurance Company offers a comprehensive range of insurance products and exceptional customer service with the support of our dedicated, independent broker network. Pembridge’s broad suite of products are designed to meet the specific needs of Canadians at competitive prices including; auto, home, condo, tenant and coverage for specialty products including ATV’s, motorcycles, snowmobiles and boats.

www.pembridge.com

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