



PembriDGE Launches My_BRIDGE[®] Telematics App in Four Provinces

Improved program offers drivers the opportunity to take the wheel and earn up to 30 per cent off their insurance premiums

Markham ON, April 10, 2019 - PembriDGE Insurance Company provides drivers the opportunity to own their safe driving habits with the newly upgraded My_BRIDGE Usage Based Insurance (UBI) program. Available for download on smartphones through the App Store or Google Play™ in Nova Scotia, New Brunswick, Alberta, and Ontario, the new mobile app replaces the previous program, which was an on-board device based system.

The My_BRIDGE app was developed to give drivers a more personalized insurance option and help reward those who exhibit safe driving behaviours. Through real-time updates provided at the completion of each trip, drivers are able to access their results anytime, anywhere. This gives participants with the opportunity to better understand their driving habits and improve where needed when it comes to excessive speed, hard braking, and the time of day at which they drive. A notable improvement with the new My_BRIDGE program is that the number of kilometers traveled are no longer considered as a factor in the discount calculation, meaning all PembriDGE customers can now benefit from even higher savings.

“Enrolling in the My_BRIDGE program empowers customers to readily identify ways to improve their driving behaviours,” says Bob Tisdale, President and COO at PembriDGE Insurance Company. “The app provides details of each trip and clearly identifies hard braking and speeding incidents. Since these factors influence the earned discount, we have seen that drivers will actually change how they drive, knowing they stand to earn up to a 30 per cent discount on their insurance rates.”

Upon signing up for My_BRIDGE, drivers can receive up to a 15%* enrollment discount, which is replaced with their earned performance discount of up to 30%, upon renewal. Once enrolled in the program, driving habits are monitored for a six-month period to determine the earned discount. After 30 days, drivers will receive an initial estimate of their earned discount, to help them keep track of progress and continue to improve their driving habits.

**A 5-10% enrollment discount (varies by province) is applied, and an additional 5% discount is available for downloading the My_BRIDGE ‘Try Before You Buy’ app.*

About PembriDGE

PembriDGE Insurance Company provides home and automobile insurance to Canadians through a network of select insurance brokers. PembriDGE is backed by Allstate Insurance Company, giving it the scale and financial stability of one of the largest insurance companies in North America. Committed to giving back to communities, PembriDGE is involved with various charities, including Bridges to Community Canada. To learn more, visit www.pembriDGE.com.

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