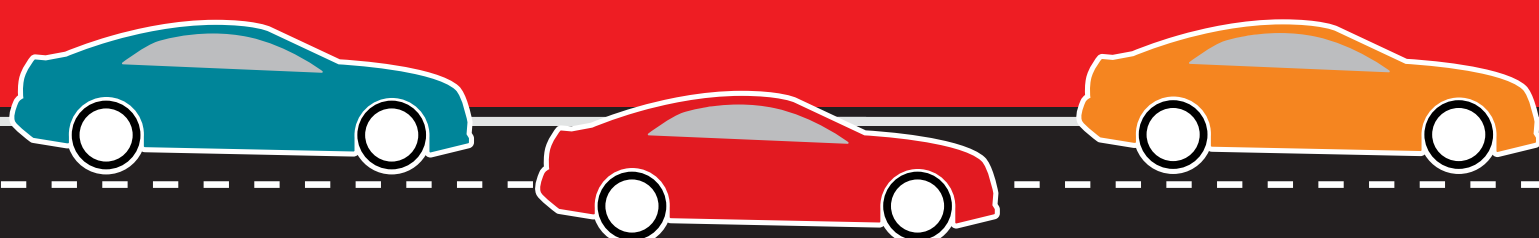


50% of U.S. Drivers Adopt Usage-Based Insurance When Offered to Them, Yet Few Are Given the Choice



2016 LexisNexis Risk Solutions Telematics Study reveals new incentives, customer segments and marketing channels hold strong potential for market expansion

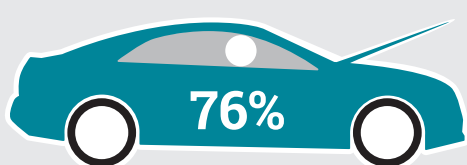
Although **UBI awareness has increased by 10% since 2015** and half of all drivers adopt UBI when offered to them, **only one in five** say they have had it offered to them by their insurer.



Three ways auto insurers can drive UBI enrollment:

1 Align Messages with Brand:

Interest in alternative types of UBI is nearly as high as the traditional, premium discount based approach



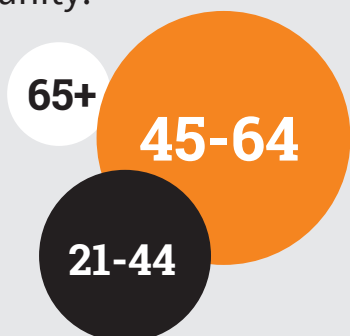
76% of consumers have the same or higher interest in receiving roadside assistance instead of a 10% premium discount



86% of consumers have the same or higher interest in receiving a \$200 discount on their deductible rather than a premium discount

2 Target the Right Audience:

Stay aware and take advantage of changes in UBI sentiment within certain demographics. For example, increased interest from consumers **ages 45-64** offers a new, untapped market opportunity.



UBI awareness in this market segment grew **by nearly 15% since 2015**

3 Amplify UBI Advocacy via Earned Media:

Word of mouth, social media marketing and customer testimonials are needed to increase UBI adoption



56% said they wouldn't enroll in a UBI program until feedback or reviews are available

40% said they wouldn't enroll unless someone they knew participated first



[Click here to read the entire study](#)

