

# Progressive® Insurance Launches Pilot Snapshot Mobile App

## Software developer Censio is exclusive partner

MAYFIELD VILLAGE, Ohio — September 2, 2015 — Safe drivers can soon earn discounts on their auto insurance using just their mobile phones. Progressive® Insurance has formally chosen Censio to develop the software for the insurance company's leading usage-based insurance program, Snapshot. The company will begin a pilot of the mobile app with select customers across the country in mid-September.

The Snapshot® mobile app will automatically monitor and measure drivers' data—such as time of day, mileage and hard braking—to potentially earn a discount on auto insurance through Progressive's program. At the end of each trip, the mobile app will give drivers personalized information, including a one to five star rating, a data summary, a map of their drive, and tailored driving tips, to help them improve their score. New Snapshot customers will have the option to use either the Snapshot app, available for both iOS and Android operating systems, or the traditional telematics device.

"Our customers today are more tech-savvy and on-the-go than they've ever been, and they want information and insights in real-time," said Dave Pratt, general manager of usage-based insurance for Progressive. "After years of careful research, we've found a mobile app that will accurately capture driving data to help them make better driving decisions, allow us to reward them when they do, and ultimately make our roads safer."

Censio is a Boston-based company dedicated to developing mobile technologies for usage-based insurance. The developer's partnership with Progressive will put its app in consumers' hands for the first time.

"We're thrilled by the opportunity to help Progressive take usage-based insurance mainstream through our 'download and drive' app that helps people become better drivers," said Censio President Kevin Farrell. "Censio's mission is to make driving safer and more affordable and this partnership helps us to do just that."

Censio was the winner in an eleven company competition Progressive held in 2014 for developers to create an app that performed as well as Progressive's Snapshot device. Following the customer pilot this year, Progressive and Censio will apply learnings and real customer feedback to the final app, which will come to market starting in 2016.

Progressive is the leader in usage-based insurance, with more than 3 million participants in the Snapshot program. Since introducing the first wireless telematics device in 2008, Progressive has collected more than 14 billion miles of driving data.

### *About Progressive®*

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach it whenever, wherever and however it's most convenient—online at [progressive.com](http://progressive.com), by phone at 1.800.PROGRESSIVE, on a mobile device or in-person with a local agent. Progressive provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes. Home insurance is underwritten by select carriers, including its majority-owned subsidiary, American Strategic Insurance (ASI). Progressive is the fourth largest auto insurer in the country; a leading seller of motorcycle and commercial auto insurance; and through ASI, one of the top 20 homeowners carriers. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>. Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot®, and Service Centers. The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE:PGR.

#### *About Censio*

Censio uses mobile data to make driving safer and more affordable. Headquartered in Boston, Mass., its core technology enables insurance companies to distinguish between safe and risky drivers, reward safe drivers with discounts on their insurance, and revolutionize the industry by enabling pricing based on actual driving behavior. Censio delivers its Software as a Service (SaaS) solution through leading insurers, saving lives and making roads safer for millions of users around the world. More information is available at [www.cens.io](http://www.cens.io).

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