

Progressive Insurance® Accident Response Powered by Cambridge Mobile Telematics Provides Real-Time Crash Detection

In-app safety feature can deliver help when drivers need it most

November 18, 2025 – Mayfield Village, OH, and Cambridge, MA —Progressive Insurance and Cambridge Mobile Telematics (CMT), the world's largest telematics service provider, have collaborated to develop the carrier's newest technology of Accident Response, a feature available to Progressive personal auto insurance customers. The crash detection and response feature is an available option in the Progressive mobile app. Today, over 1.5 million Progressive customers rely on Accident Response.

Accident Response combines CMT's AI-driven DriveWell Fusion® platform with Progressive's customer-first service model to offer post-crash support. The system can detect when a customer may have been in a major accident and reaches out to the driver to offer towing, emergency services, and support in opening a claim. If a driver doesn't respond, the customer receives a call. When drivers reply to the alert, they can request emergency services or a tow truck can be dispatched.

"Accident Response can provide customers with peace of mind and assistance when an accident occurs," said Jay VanAntwerp, Progressive Business Leader for Telematics. "It offers quick support, including contacting a towing service, calling emergency services, and helping to start a claim."

Following its launch last November, customers have shared their stories about the innovative and helpful feature:

"I was so shaken and confused after getting hit that I couldn't even speak. Progressive called me, and the woman on the other end was compassionate, made sure we were all safe, helped to keep us calm, and even called a tow truck for us. I was so grateful that Progressive instantly reached out to me. 10 plus!" - Progressive Insurance Customer

"Progressive started calling me before I could even get the police, checked on my condition, and asked what kind of help they could get for me. Nice to know they are there immediately if you need them." - Progressive Insurance Customer

"The accident detection could be a LIFESAVER." - Progressive Insurance Customer

Accident Response leverages smartphone sensors and machine learning to detect collisions, initiate communication with the customer and begin a claim—all seamlessly integrated into the Progressive app. The feature will start an insurance claim automatically if a tow or ambulance is dispatched and can accelerate claims submissions. Accident Response gives customers peace of mind by connecting them with help when they need it—and by automatically kick-starting the claims filing process when requested.

In one recent case, a customer involved in a severe crash could not respond to her phone. Accident Response triggered communications with the driver that led to emergency medical services being dispatched. She credits the feature with saving her life.

"Crash detection and emergency response are among the most significant ways technology can serve society. By connecting drivers to help faster, crash detection brings peace of mind to millions of drivers and families," said William V. Powers, Co-Founder and CEO of CMT. "Every second after a crash matters, and by transforming real-time data into real-world assistance, we're helping people get the care they need when it matters most, making roads safer for everyone."

For more information regarding the feature visit www.progressive.com/mobile-app/accident-response/.

Accident Response is an optional feature within the Progressive app. There is no charge for downloading the app or using the Accident Response feature. The cost for provided services such as ambulance or tow are subject to the coverage purchased under a customer's personal auto policy.

Accident Response is not available in California.

About Progressive

Progressive Insurance® makes it easy to understand, buy and use [car insurance](#), [home insurance](#), and [other protection needs](#). Progressive offers choices so consumers can reach us however it's most convenient for them — online at [progressive.com](#), by phone at 1-800-PROGRESSIVE, via the Progressive mobile app, or in-person with a local agent.

Progressive provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes; it is the second largest personal auto insurer in the country, a leading seller of [commercial](#) auto, [motorcycle](#), and [boat](#) insurance, and one of the top 15 homeowners insurance carriers.

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 HomeQuote Explorer®.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE: PGR.

About Cambridge Mobile Telematics

Cambridge Mobile Telematics (CMT) is the world's largest telematics service provider. Its mission is to make the world's roads and drivers safer. The company's AI-driven platform, DriveWell Fusion®, proactively identifies and reduces driving risk, leading to fewer crashes and injuries, making mobility safer. To date, CMT's technology has helped prevent over 80,000 crashes and protected more than 43,000 people from serious injuries worldwide. CMT partners with insurers, automakers, commercial mobility companies, and the public sector to measure risk, detect crashes, provide life-saving assistance, and streamline claims. Headquartered in Cambridge, MA, CMT operates globally with offices in Budapest, Chennai, Seattle, Tokyo, and Zagreb. Learn more at [www.cmt.ai](#).

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