REDTAIL TELEMATICS APPOINTED BY FORD AS A RESELLER OF CONNECTED VEHICLE DATA TO MOTOR INSURERS IN THE UK

18th February 2022. Leading Telematics Service Provider Redtail Telematics has signed an agreement with Ford Motor Company, whereby Redtail Telematics will become a technical partner and reseller of connected vehicle data to motor insurers for both personal and commercial lines in the UK.

As part of the agreement, Redtail Telematics will apply its insight, experience and expertise to create bespoke processed data streams from Ford vehicles' multiple sensors that are of actionable value for motor insurers. That data will allow those insurers to maximise their understanding of policyholders to manage premium, risk, reward and claims processes.

The partnership between Ford and Redtail Telematics provides insurers with substantial and accurate data that does not rely on the installation of a 'black box' in the vehicle, offering a cost-effective alternative. Subject to customer consent, data is extracted from the vehicle and enables insurers to reach new market segments who pay lower premiums.

In order to ensure that the premium calculated is as complete as possible, insurance companies will have access to rich, in-depth data through the REDTAIL platform, which is not restricted to the standard four parameters for Usage-based Insurance. These policies typically measure speed, acceleration and braking, plus many more.

Redtail Telematics can also obtain a unique range of data suites from the vehicle for multiple parameters, which can include the operation of seat belts, status of Advanced Driver Assistance systems or the use of an on-board vehicle alarm. The benefits to insurers in management of risk, premium and claims is enhanced by the accessibility and usability of the existing and familiar REDTAIL APIs, data science and portals.

Commenting on the partnership with Ford , Dr Colin Smithers, CEO, Redtail Telematics, said: "Redtail Telematics' partnership with Ford in the UK helps insurance providers use connected vehicle data – without the need for plug-in devices – to inform their usage-based insurance programs, improve their underwriting process, and pass along driver behaviour discounts to those Ford vehicle owners who qualify".

"Ford is excited to further extend its usage-based insurance offering in partnership with Redtail Telematics, which will allow our customers across the UK to benefit from even greater value for money insurance policies", said Mark Harvey, Director, Enterprise Connectivity, Ford of Europe.

About Redtail Telematics

A leading Telematics Service provider (TSP) provider of telematics solutions to the usage-based insurance (UBI), automotive, fleet tracking, and stolen vehicle recovery (SVR) sectors globally, Redtail draws on its joint heritage with sister company, Plextek, the communications technology design house, and have together supplied over 6 million devices into the automotive aftermarket in more than 30 countries since 1993.

Redtail Telematics Ltd is headquartered in Cambridge, UK and, together with subsidiary Redtail Telematics Corp in San Diego, California, enjoys the unique benefits among TSPs in designing and manufacturing its own devices - known as on-board units (OBUs) - as opposed to purchasing them from a technology provider.

However, the company has expanded significantly beyond exclusively offering telematics device design and manufacture to offer a broad set of services – including APIs, portals, apps, all of which underpinned by the capture, analysis, and processing of valuable telematics. In short, a one-stop-shop for insurers and enterprise customers with control over the whole stack, vital for optimised and customised solutions.

Redtail devices and services are used by Acorn, Admiral, By Miles, CalAmp, Concirrus, ingenie, Koba, LoJack and TRACKER UK among others.