

Take our new telematics program Drive Good out for a spin

Have you heard? We launched our new telematics program **Drive Good by Gore Mutual™**. [Drive Good](#) is a great way for your new customers to earn discounts on their premiums.

For every trip they take, they'll earn a score for good driving behaviours—gentle braking, smooth turning, obeying speed limits, and more. Their overall score can help them lower their premium at renewal.

But there's a big difference from a lot of other telematics programs: your customers can also **earn and redeem points for all kinds of rewards**.

Better driving. Better rewards. Better loyalty. That's the [Drive Good](#) difference.

Please note that this is only available to new clients.

- **Discounted premiums, just for trying it out**
When your customers register, they're entitled to a **10% Welcome Discount** on their auto premiums for the first year—our way of introducing them to telematics.
- **Drive retention with Drive Good**
Depending on their driving scores, customers can earn up to a **20% Score Discount** at renewal. Plus, we'll never raise their premiums based on drive scores.
- **Reward your customers**
Each year, customers can earn **up to \$100 in gift cards** from major retailers, restaurants, and more, simply by banking their points each week.

Register your customer in three easy steps

1. Quote, bind, and issue the telematics policy as you normally do. Just make sure to enter your customer's email address and mobile phone number, and if quoting in Applied Rater, select the Telematics Program button. Alternatively, you can enter the information directly into Guidewire. This detail will allow us to send your customer a link to download the app.
2. Your customer agrees to the Drive Good program's terms and conditions before they enrol. Your customer then receives a link to download the free app by email.
3. Once your customer installs the app and accepts the terms, conditions, and permissions, all they have to do is launch the app and drive like they normally would.

More resources to support your customers

Customer brochures, broker overviews, FAQs, and video tips: we have it all ready for you to help your customers make the most of the program. **And if you missed our training webinar, you can [watch the recording here](#).**

Head on over to our new Drive Good webpage for everything you need to get started. Let's get out there and drive good!