



CAA MyPace™

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# Our purpose

We care about people

We are committed to listening to our members and partners

We are driven to provide protection to our customers

We are obsessed with keeping members safe on the road



# Automotive Major Trends



# Telematics

## Usage Based Insurance

- Vehicle Health
- Driving Behavior



**2014**  
CAA Connect  
launched

# Driving Behavior



- Usage Based Insurance
  - Information
  - Speed
  - Time of Day
  - **Mileage**



# Introducing CAA MyPace™

First auto insurance payment program of its kind in Canada.

Manage your auto insurance premiums

Savings for low mileage driver.

CAA Connect technology and learning.

Easy to use app. To monitor and purchase KM

Low mileage drivers pay for what they



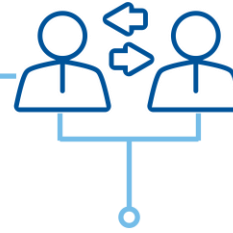
# The opportunity



Usage Based insurance  
Technology is very new in  
the Canadian marketplace

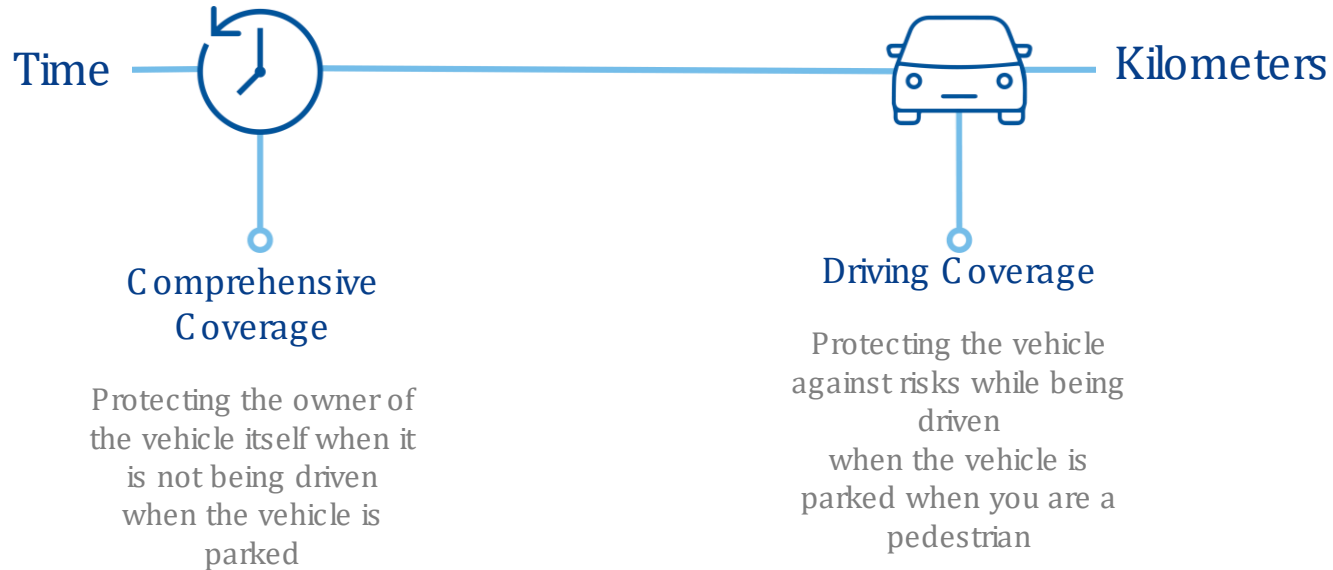


Desire for consumers to  
control their purchases  
using technology



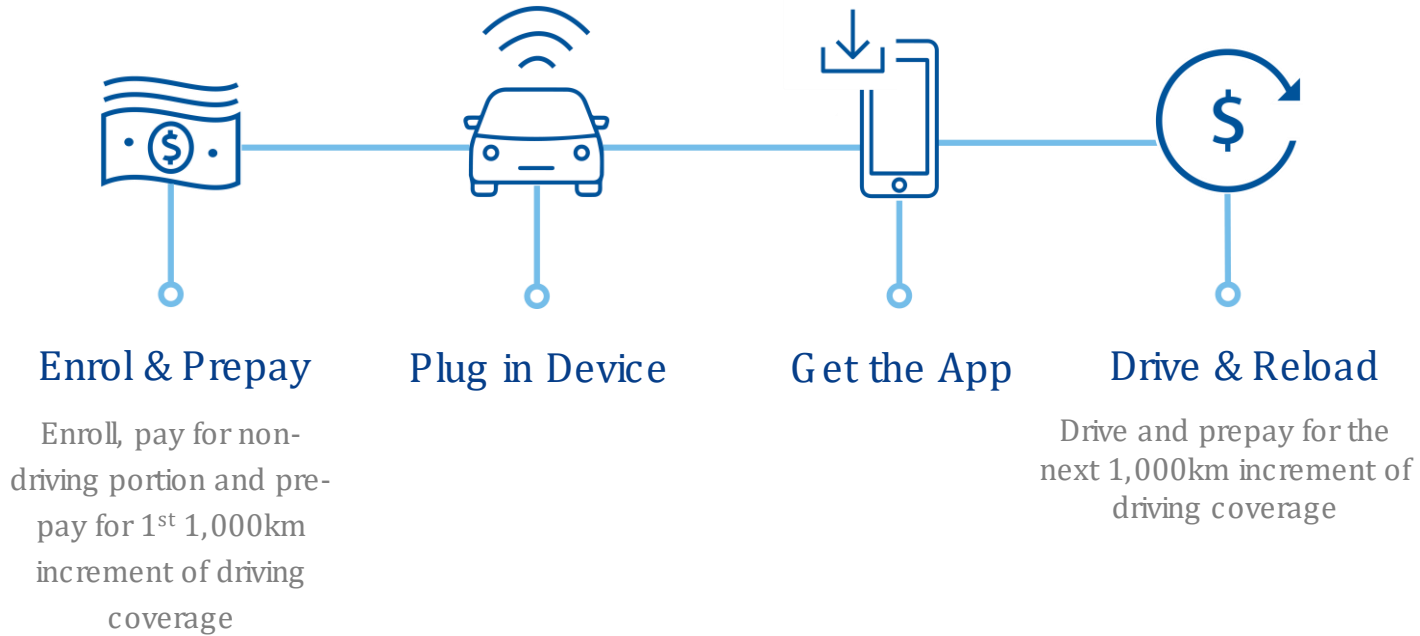
Willingness to share  
information if it creates  
a strong value for them

# How it works





# How it works for a consumer



CAA MyPace™

Technology Empowering  
consumers to manage  
risk and premiums on the  
go

