

News Release

June 22, 2015

Pioneer and Tokio Marine & Nichido Fire Insurance Co.,Ltd. form business alliance in Telematics Service Business

To start telematics services for fleet insurance customers ^{*1}

Pioneer announced today that it has signed a basic agreement with Tokio Marine & Nichido Fire Insurance Co.,Ltd.(Head Office: Chiyoda-ku, Tokyo; President:Tsuyoshi Nagano; hereinafter“Tokio Marine & Nichido”) to form an alliance in a telematics service business for the automobile insurance sold by Tokio Marine & Nichido .

This will help to develop and offer new telematics services for automobile insurance to provide further safety and security to customers by combining with various accident-related data and automobile accident response expertise from Tokio Marine & Nichido and the big data analysis and information distribution technologies of our “Mobile Telematics Center”, automobile-oriented cloud infrastructure, as well as our expertise in areas such as next-generation in-car communication terminal devices.

Specifically, both companies will develop “safe driving support features”, industry-first^{*2} “automated accident alert features” and “driving evaluation & scoring features” by gathering the strengths and expertise of both companies. Using our rearview mirror telematics units equipped with LTE communication modules together with NTT DOCOMO, INC.’s network, Tokio Marine & Nichido plans to offer these features as a sophisticated accident response service and safe driving support consulting service for automobile fleet insurance customers.

[Main features and technologies for delivering the sophisticated accident response service and safe driving support consulting]

◆Prevention of Accidents

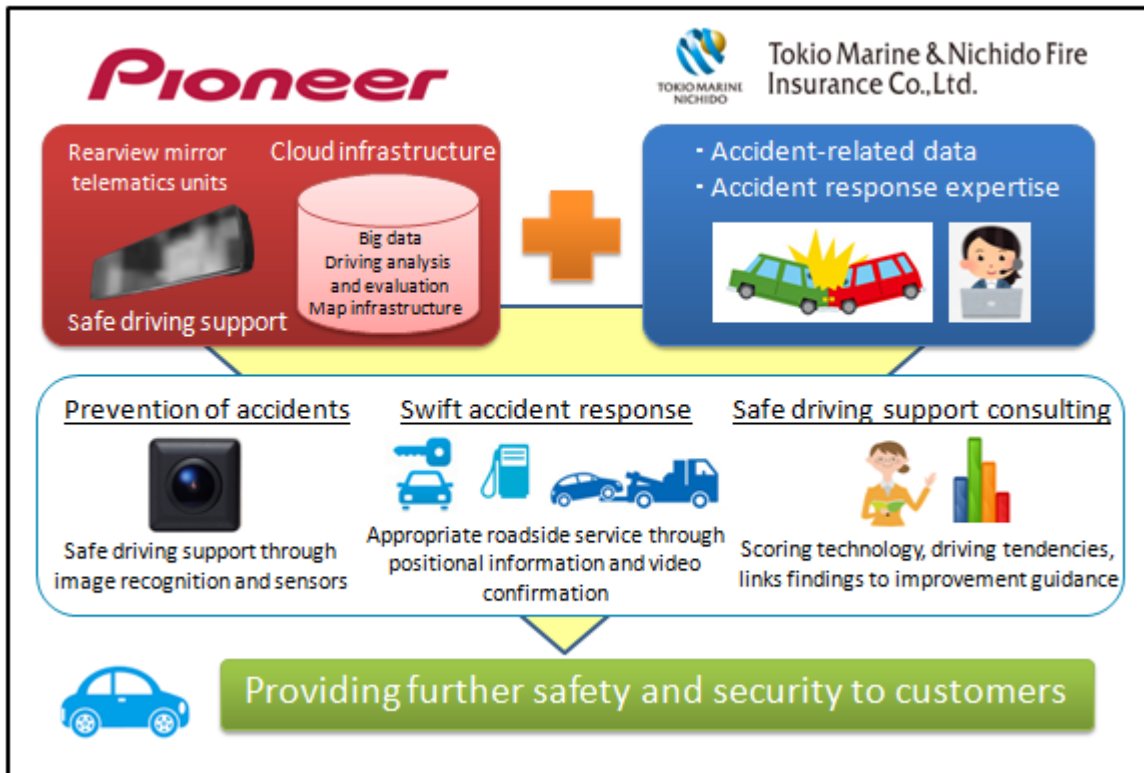
- Features that use sensors and cameras built-in to in-car devices to detect lane departures and dangerous driving and provide alerts.^{*3}

◆Swift Accident Response

- Technology that detects when an accident has occurred and automatically alerts a call center about the situation.

◆Safe Driving Support Consulting

- Scoring technology that helps to guide improving the driving behavior by evaluating driving tendencies based on driving behavior data.



- *1 Contract type for customers that own or use at least ten vehicles.
- *2 Industry-first as an automated accident alert feature for insurance companies.
(as of June 22, 2015, according to Tokio Marine & Nichido research)
- *3 Feature equipped as standard in rearview mirror telematics units.

In 2006, Pioneer launched “Smart Loop”, our unique network system utilizing probe information, and has led the industry in pursuit of big data utilization since then. In 2013, Pioneer started its “Mobile Telematics Center”, a cloud infrastructure for automobiles, and developed a cloud-based navigation service for smartphones, and also began offering high-precision probe traffic information by analyzing and processing vast amounts of data obtained from in-car devices and smartphones. In 2014, Pioneer formed an alliance with the U.S. Silicon Valley-based Treasure Data to accumulate expertise in big data utilization in the fields of automobiles and traffic.

Moving forward, both companies will strive to develop new services that lead to safe driving and accident prevention and offer these services to customers. Please note that details including the contents of the new services and launch time will be announced later.