

News Release

For Immediate Release
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Pioneer and Swiss Re collaborate in pioneering a telematics driver assistance solution

TOKYO, Japan—Pioneer Corporation, (“Pioneer”), the global car electronics company and Swiss Re, the leading reinsurance provider, announce a collaboration in the field of telematics. Leveraging each other strengths, the companies will introduce a Telematics Solution in the beginning of 2020.

As the number of vehicles increase, so do injuries caused by traffic accidents. Despite cars becoming more automated, drivers still play a significant role.

Against this background, both companies have co-developed a telematics solution, which supports safe driving behavior. In particular, Swiss Re will incorporate Pioneer’s safety solution system “*MAP-ADAS*” into their Telematics application “*Coloride*” and in conjunction with Pioneer’s in-vehicle IoT hardware, will enable real-time driver warning, more accurate risk assessment, high-precision impact detection, and prompt action in the event of an accident.

Pioneer has been offering an ADAS solution system, “*Intelligent Pilot*”, through the deployment of its digital map-based accident risk prediction platform and connected IoT devices in Japan since April 2017 in an effort to reduce traffic accidents. The collaboration with Swiss Re, will enable Pioneer to supply a telematics solution globally.

Mr. Sebastiaan Bongers, Swiss Re ‘s Head of Automotive & Mobility Solutions stated, ‘With “*Coloride*”, we are already providing one of the highest-ranked Telematics Apps to our clients, allowing them to accurately reflect the risk behavior of their policyholders into their pricing, increase acquisition and retention by interacting better with their customers as well as providing end customers with valuable features that help improve safety. Following our clients’ demand, through our collaboration with Pioneer, we complement the current offering with instant safety information and hardware-enabled features, like automatic accident detection, first notice of loss and fast claim settlement, as well as advanced claims reconstruction, via a dedicated portal proposed to the insurers.’

Commenting on the collaboration, Mr. Seiji Tanezawa, Executive Officer, Data Solutions Business Management Group, Mobility Service Company of Pioneer said, ‘We are delighted to be working with one of the world’s major reinsurance companies, who are leading the way in the deployment of insurance-focused telematics solutions. Today’s announcement is the culmination of fruitful collaboration between our teams and is testament to both party’s

commitment to reducing accident and driver risk through the use of advanced telematics technology.'

The solution, based on advanced digital map technology, uses real-time driver information to provide the driver with instant safety alerts before a risky situation occurs, thereby greatly reducing accident potential and encouraging safer driving behavior.