

# Discussion Deck

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See it, Read it, Apply it™



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# Overview

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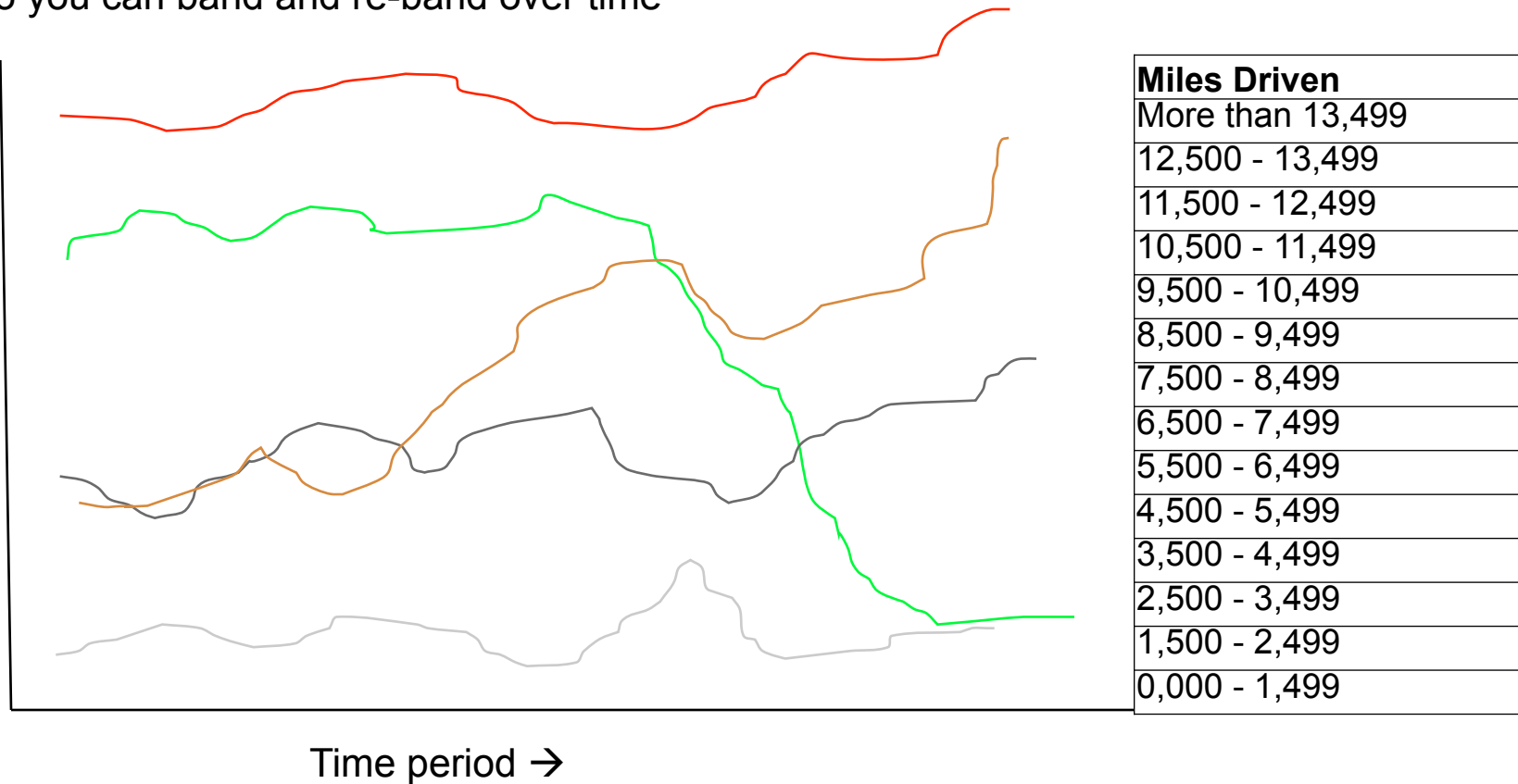
- Introductions
- Quick overview of Your Company
  - How you use mileage today
  - What you want to do next
  - Long term planning
- Fresh Miles overview
- Discussion



# Miles Used Change Over Time

Commute, Holidays, Vacations, Weather, Retirement,  
New Jobs, New Schools, Old Friends, Special Occasions

Good Data is Fresh - Recent and Repeated  
so you can band and re-band over time



# In Market Use of Mileage Bands

- Mileage is allowed to be used in pricing
- It does not make companies compete equally
- Prices can vary if Verified miles are submitted

	Verified	Estimated
Miles Driven	BI	BI
0,000 - 1,499	-0.41	-0.32
1,500 - 2,499	-0.39	-0.32
2,500 - 3,499	-0.37	-0.32
3,500 - 4,499	-0.35	-0.32
4,500 - 5,499	-0.28	-0.01
5,500 - 6,499	-0.26	0.01
6,500 - 7,499	-0.24	-0.01
7,500 - 8,499	-0.22	-0.01
8,500 - 9,499	-0.20	-0.01
9,500 - 10,499	-0.18	0.01
10,500 - 11,499	-0.13	0.01
11,500 - 12,499	-0.11	0.01

If not verified,  
no discount

Default  
is  
worse..?

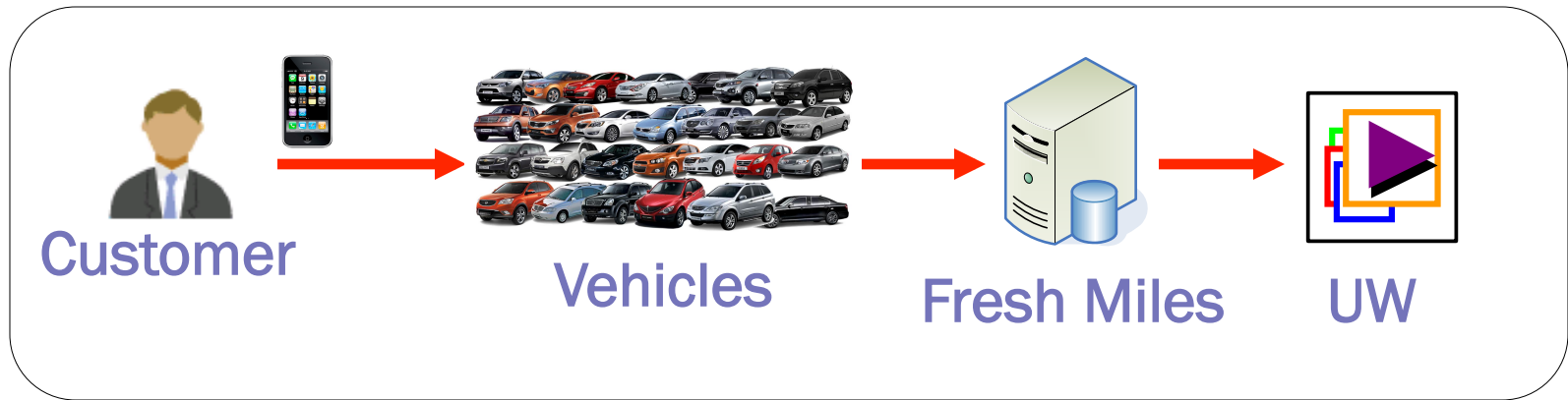
# PROBLEM: Manually Recorded Mileage

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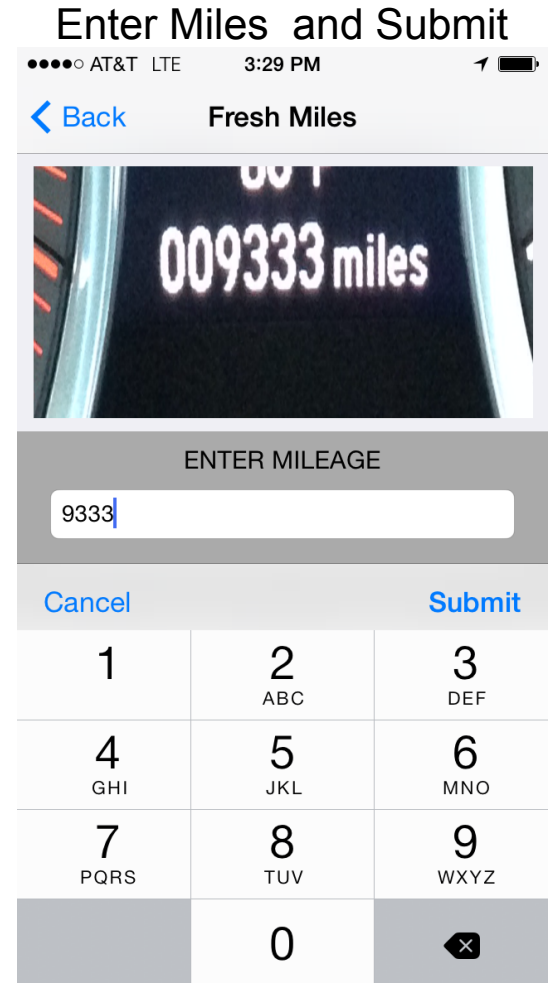
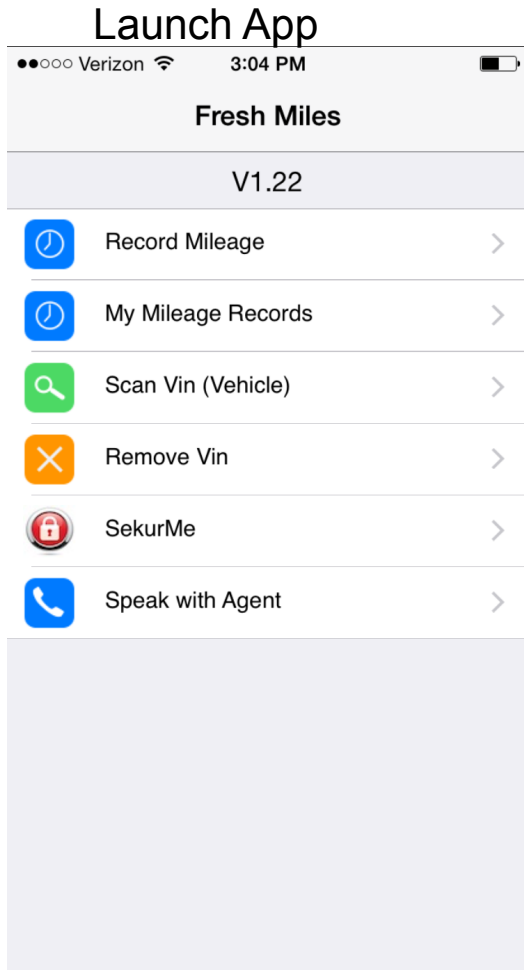
- **Labor intensive each time**
- **Lack of verification**
- **Not Recent and Repeated**
- **Missing the low mile tail**

# SOLUTION: Digital Odometer Service



- **Retain customers with low miles**
- **Compete with exposure pricing**
- **Create long desired Data Asset**

# Mobile App: 20 Seconds a Month



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# Next Steps

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(easy to find the app on the website)

