

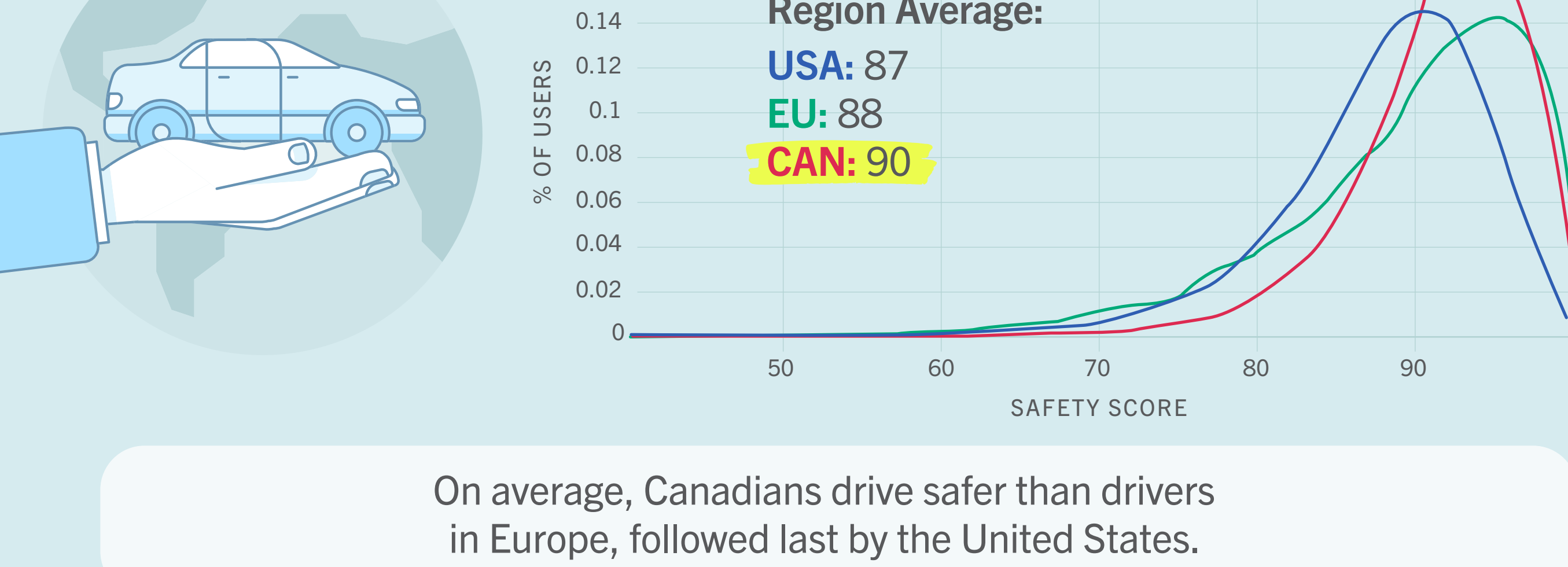
# 2018 Driving Behavior and Safety Insights

IMS, a leader in connected car and telematics solutions to insurers, governments and enterprises, is sharing excerpts from the latest analysis of its aggregate pool of global driving data with over **5 trillion data points**. The analysis covers global regions, time of day, road types and a selection of collected vehicle and driving variables, providing a better understanding of driver behavior and safety.

These insights challenge conventional thinking on driver behavior and safety, further proving the truth is definitely in the data. These results also explain why so many leading auto insurers now rely on data insights and intelligence to drive their new programs, services and overall business.

## INSIGHT #1

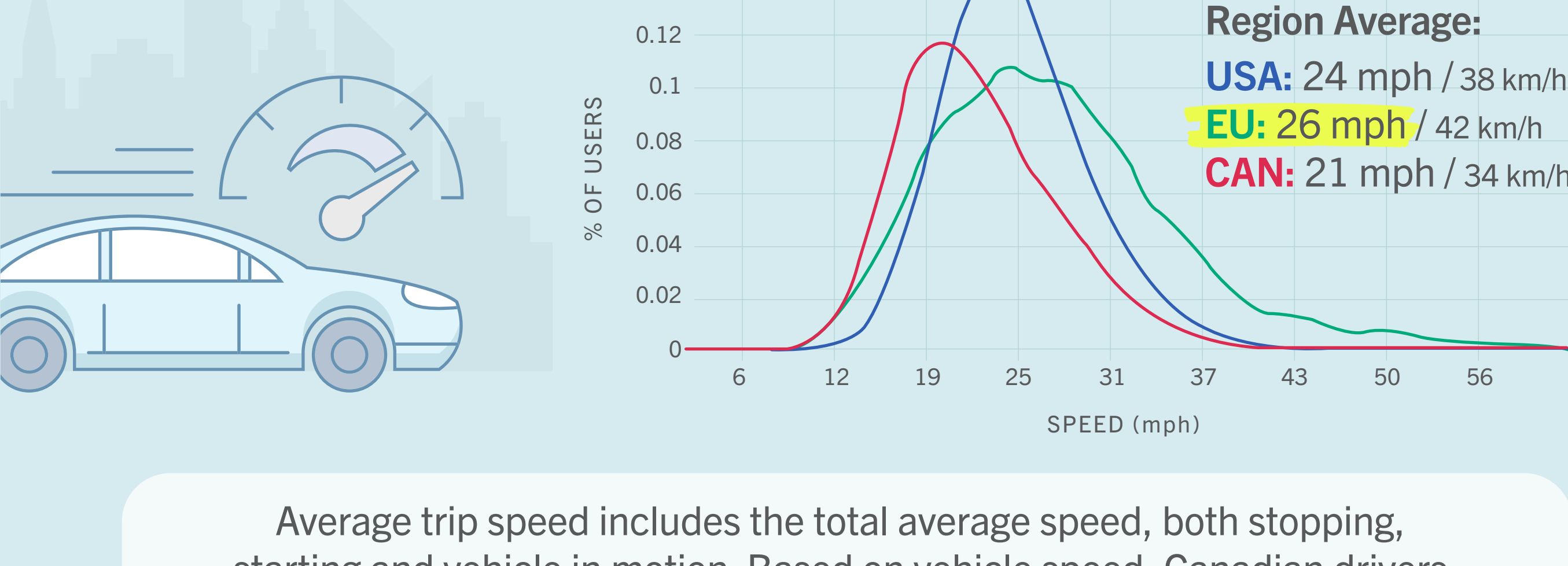
Among the USA, Europe and Canada, which country/region has the safest drivers?



On average, Canadians drive safer than drivers in Europe, followed last by the United States.

## INSIGHT #2

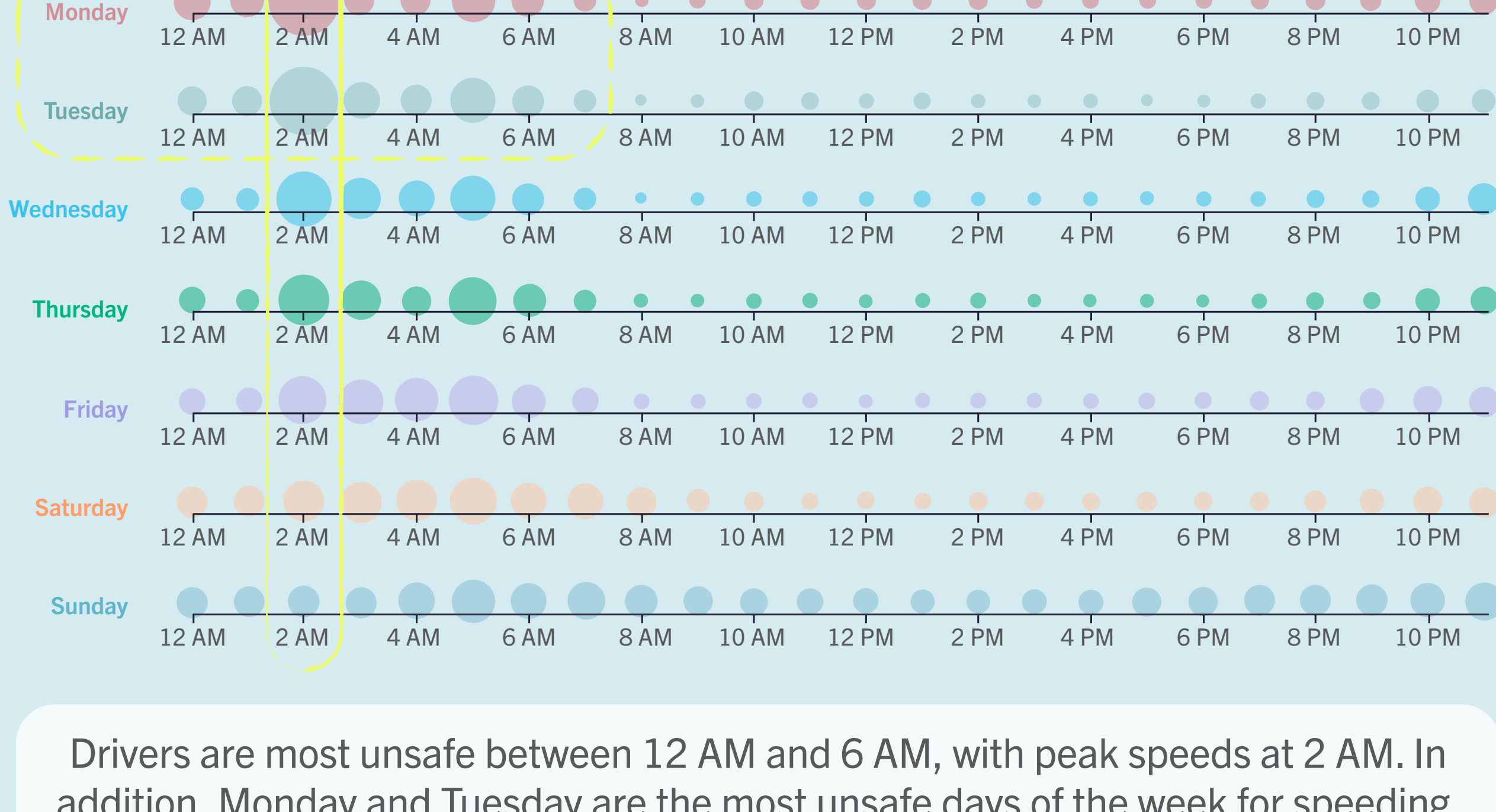
Which country/region do drivers speed the most?



Average trip speed includes the total average speed, both stopping, starting and vehicle in motion. Based on vehicle speed, Canadian drivers drive safest (at lower speeds), than US drivers, followed by European drivers (who have the highest average driving speeds).

## INSIGHT #3

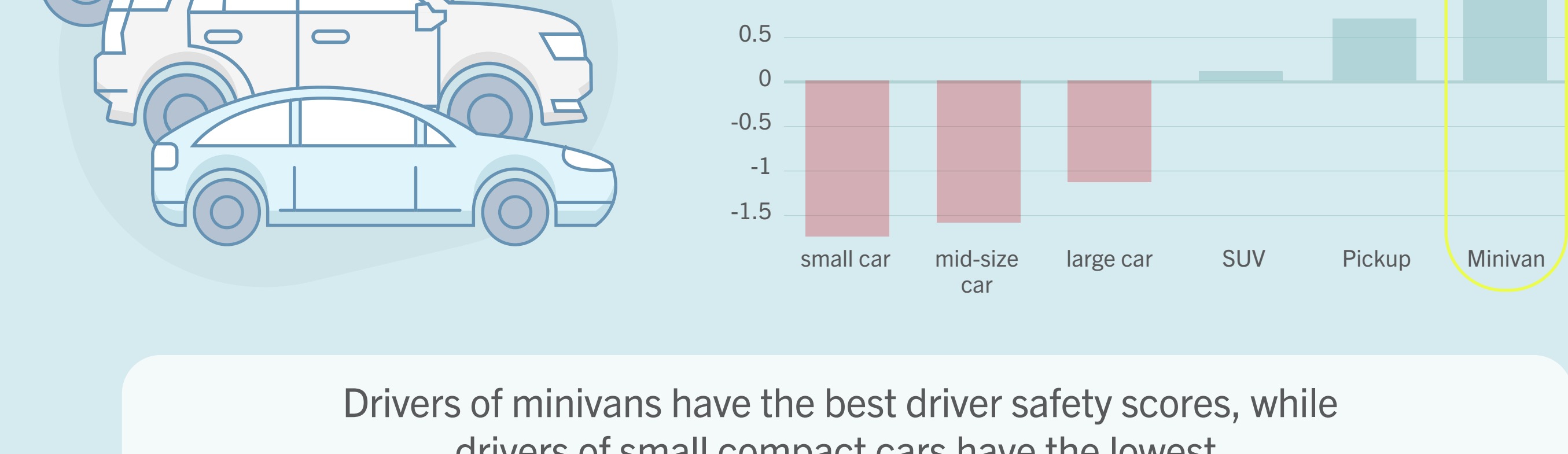
At what time do drivers speed the most?



Drivers are most unsafe between 12 AM and 6 AM, with peak speeds at 2 AM. In addition, Monday and Tuesday are the most unsafe days of the week for speeding.

## INSIGHT #4

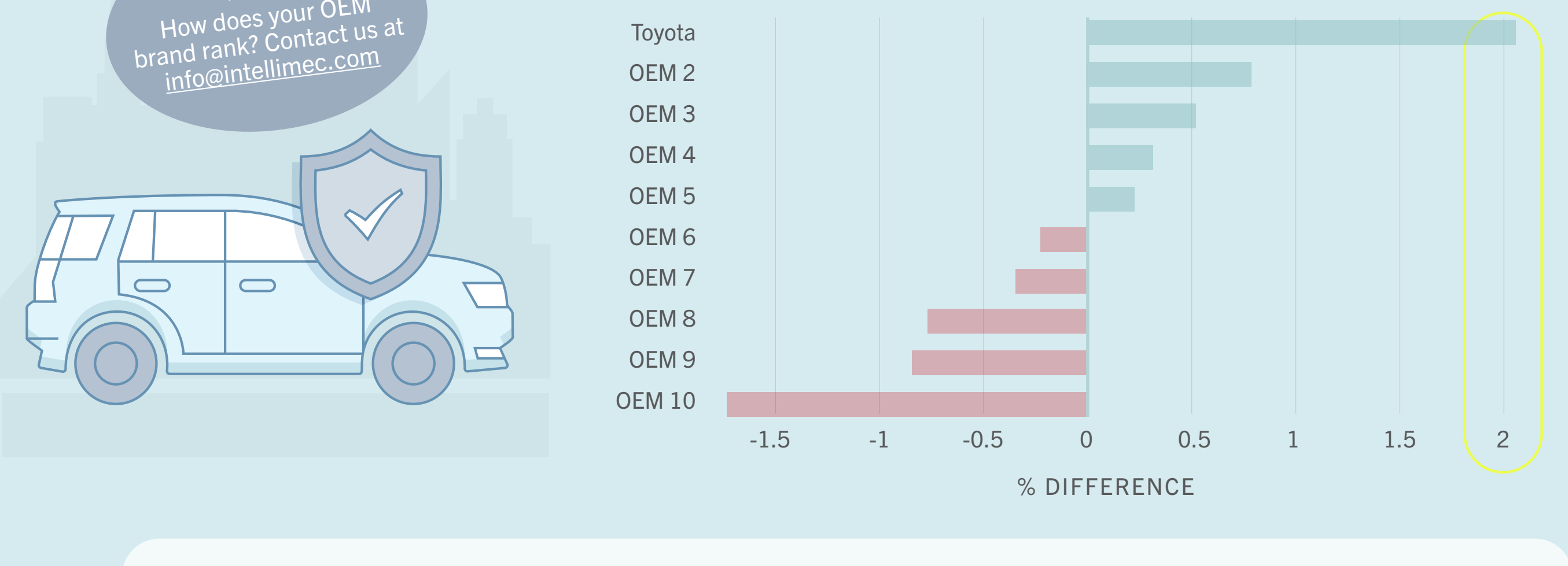
Which car model and trim is driven the safest?



Drivers of minivans have the best driver safety scores, while drivers of small compact cars have the lowest.

## INSIGHT #5

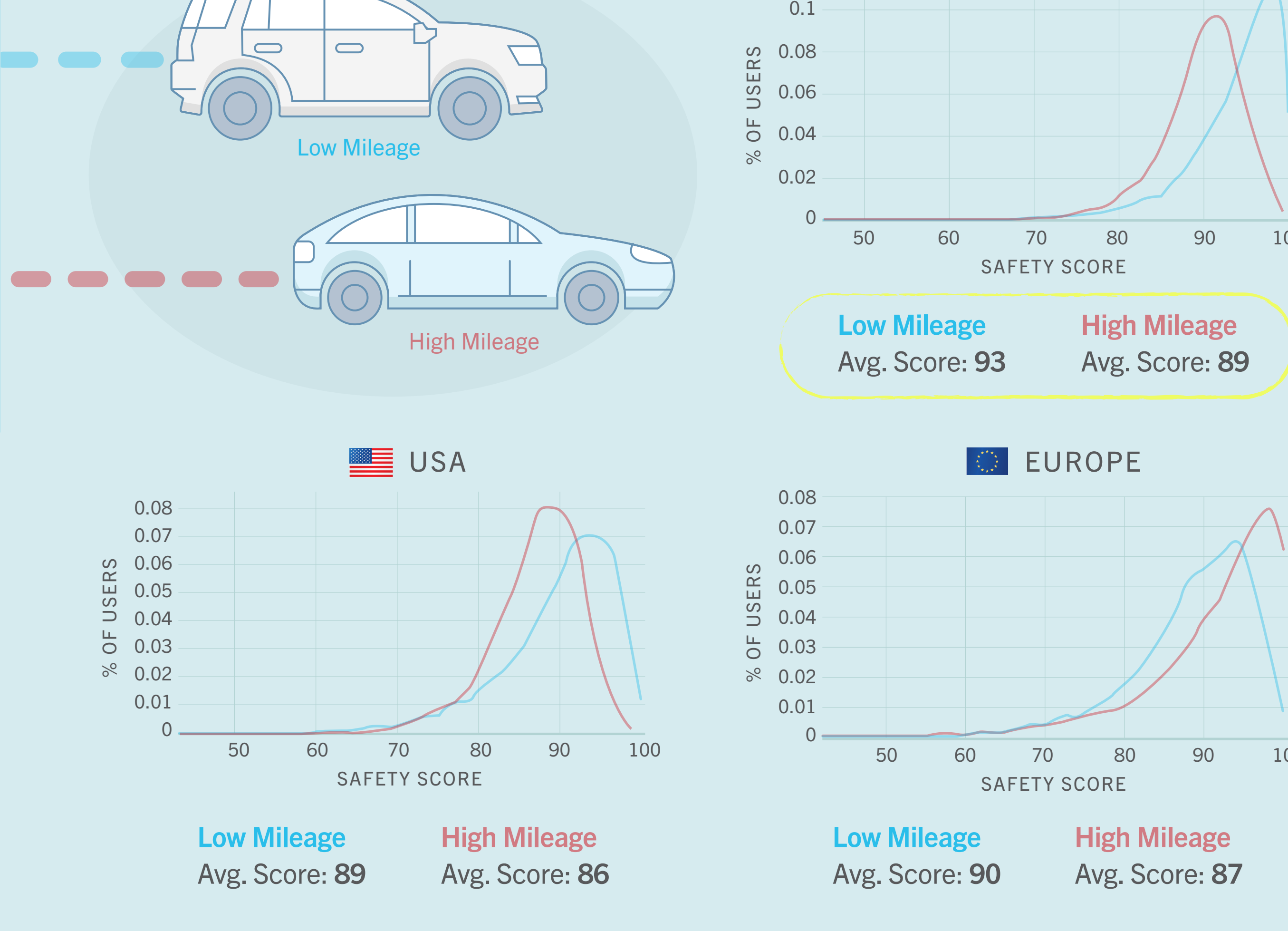
Which OEM car brand is driven the safest?



Drivers of Toyota vehicles show the best driving behavior with the highest driving safety scores.

## INSIGHT #6

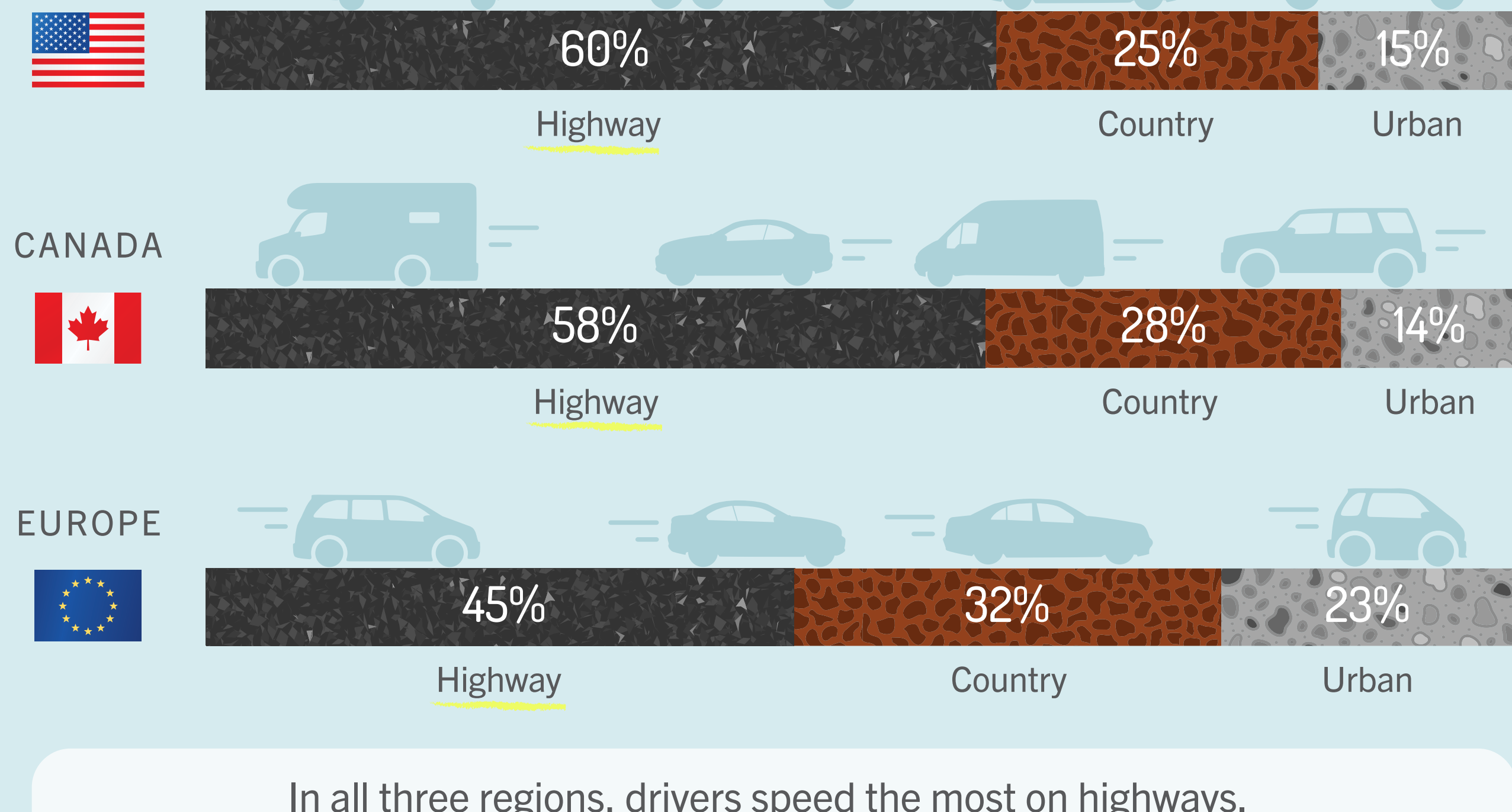
Of US, Canadian and European drivers, which country/region has the safest drivers based on mileage (comparing both low vs. high mileage)?



Canadian drivers generally drive safer both on low and high mileage trips. In terms of low vs. high mileage, low mileage drivers demonstrate safer driving behavior in all regions.

## INSIGHT #7

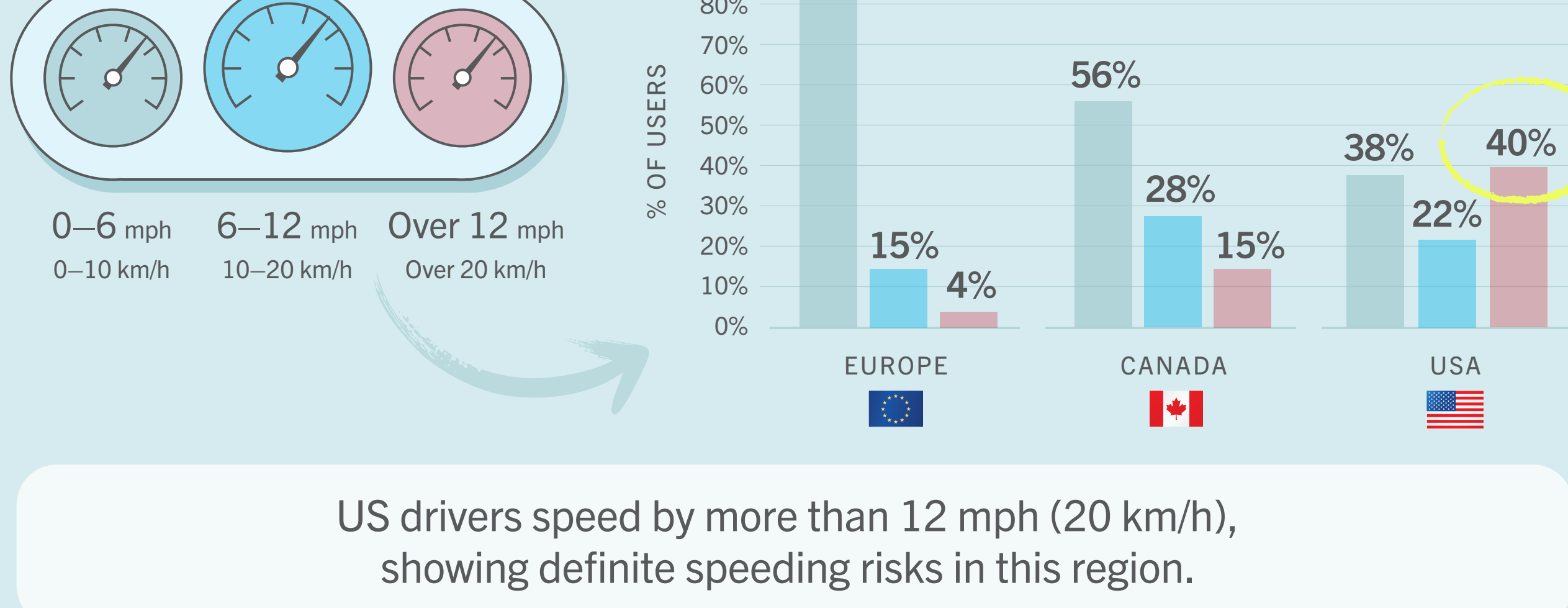
When comparing urban, country and highway roads, which type of road has the most speeding?



In all three regions, drivers speed the most on highways. US drivers exhibit the most unsafe highway driving speeds.

## INSIGHT #8

Of US, Canadian and European drivers, which country/region do the majority of drivers speed by more than 12 mph/20 km/h?



US drivers speed by more than 12 mph (20 km/h), showing definite speeding risks in this region.

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