

Amerisure's Yearlong Distracted Driver Campaign

Motor vehicle accidents are a leading cause of death in the United States. Out of the 37,461 people that died from vehicle accidents in 2016, 3,450 of them were due to distracted driving, according to the National Highway Traffic Safety Administration (NHSTA).

For employers, work-related vehicle accidents can cause more than \$24,500 in property damage. And if the accident results in an injury, that number rises to more than \$150,000 or as much as \$3.6 million if there's a fatality.

What do all these statistics mean for Amerisure and its policyholders? It's time to get proactive. Considering that an estimated 660,000 people are driving while on their cell phones – every single day – we felt now was the time to not only officially launch our FleetAlliance™ program, but kick off our 2018 Distracted Driving Campaign.

FleetAlliance

FleetAlliance is our telematics program, which had 25 policyholder accounts and 1,617 vehicles that logged close to eight million miles in 2017. To date, our telematics program has lowered accidents for some policyholders by as much as 50 percent.

FleetAlliance's telematics uses web-based software to help businesses monitor the location and movements of vehicles in real time to improve fleet operation. The program tracks speed, hard braking, rapid acceleration, location, number of miles driven and the time of day driven.

According to Statista, the number of telematics-connected cars on U.S. roadways is projected to increase from four million in 2014 to 32 million in 2020. The time for telematics programs like FleetAlliance is now.

Distracted Driving Campaign

Accidents resulting from distracted driving affect families, employees and employers alike. With that in mind, our 2018 Distracted Driving Campaign is targeting our employees, agencies and policyholders.

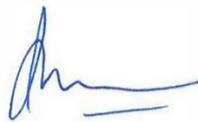
Throughout 2018, staff from Loss Control, Corporate Underwriting, Marketing and more will team up to not only raise awareness, but hopefully increase safety cultures, change driving habits and protect those on the road as well. We'll do this through a variety of channels such as articles, social media posts and website content on a monthly basis. The campaign will include monthly communications covering relevant safe driving topics. It will also introduce our cellphone blocking program.

For our 2018 Distracted Driving Campaign to be a true success, we hope you'll join us to learn more about the risks, take action to make a difference, and help reduce the accident-related statistics in your community.

Sincerely,



Kevin Clary
Vice President, Loss Control



Jayashree Ishwar
Chief Underwriting Officer



Todd Ruthruff
Chief Relationship Officer