

# USAGE-BASED INSURANCE Europe Study

## REPORT LEAFLET

*The most  
comprehensive report  
ever published on  
European connected  
auto insurance  
markets*



***Making telematics insurance a mass market***

# It is time for insurance leaders to make decisions, as one thing is sure: data will reign... on European motor insurance too



Dear reader,

As Europe is taken by storm by connectivity, smartphones and AI, it is interesting to still hear some insurers state that telematics, i.e. the collection of dynamic data on risks, is not for them!

**We hope that PTOLEMUS' 9<sup>th</sup> report on connected auto insurance and the 1<sup>st</sup> focused on the European market will push them to at least challenge their view.**

**How can you move to AI if you do not use dynamic data on your policyholders?**

**How can you claim to be sustainable if you do not adapt your premiums to their actual mileage?**

**How can you claim to care for your customers if you do not help them avoid life-threatening crashes?**

**In other words, have you really tried hard enough?**

**The key questions remain but become more and more deafening. But what has changed since 2021, when we published our last Global Study?**

While the auto insurance market sometimes appears as a slow motion movie, the last 3 years have broken this pattern.

The COVID-led surge in repair costs, followed by a renewed increase in claims frequency have provoked a rebound in premiums in almost all countries.

The resulting increase in loss ratios should be a great opportunity to revisit your UBI strategy and identify how it can help reduce your claims, which, after all, are your number 1 cost.

**This report gives you everything you need to inspire your UBI plans and provide strong inputs to your digital and AI strategy:**

- (1) **Interviews of 4 European movers and shakers** of the industry
- (2) **An updated status** on where the global market and each country / key UBI programmes stand
- (3) **Food for thought** including many case studies of success stories everywhere
- (4) **Deep dive analysis of Europe's 8 leading telematic insurers**
- (5) **A 50-page handbook of how to achieve success** in your UBI programme(s)

- (6) **An up-to-date appraisal of the impact of connected vehicles** on the auto insurance and UBI markets
- (7) **The evaluation of 27 UBI solution vendors**, from Caruso to Vodafone Auto
- (8) An evaluation of the **UBI supply and demand readiness** in **23** European countries
- (9) **Forecast UBI customers and premiums until 2035** in 10 regions
- (10) Our **recommendations** to insurers, solution vendors, OEMs and regulators

Most consulting and research firms would make a report of one of these.

**This 620-page study includes all of them and many more.** We wish it brings information and insights to you but even more, triggers new ideas.

And we will be happy to help you on that journey.

Thank you for your continued trust.

Sincerely,

**Frederic Bruneteau**

Managing Director

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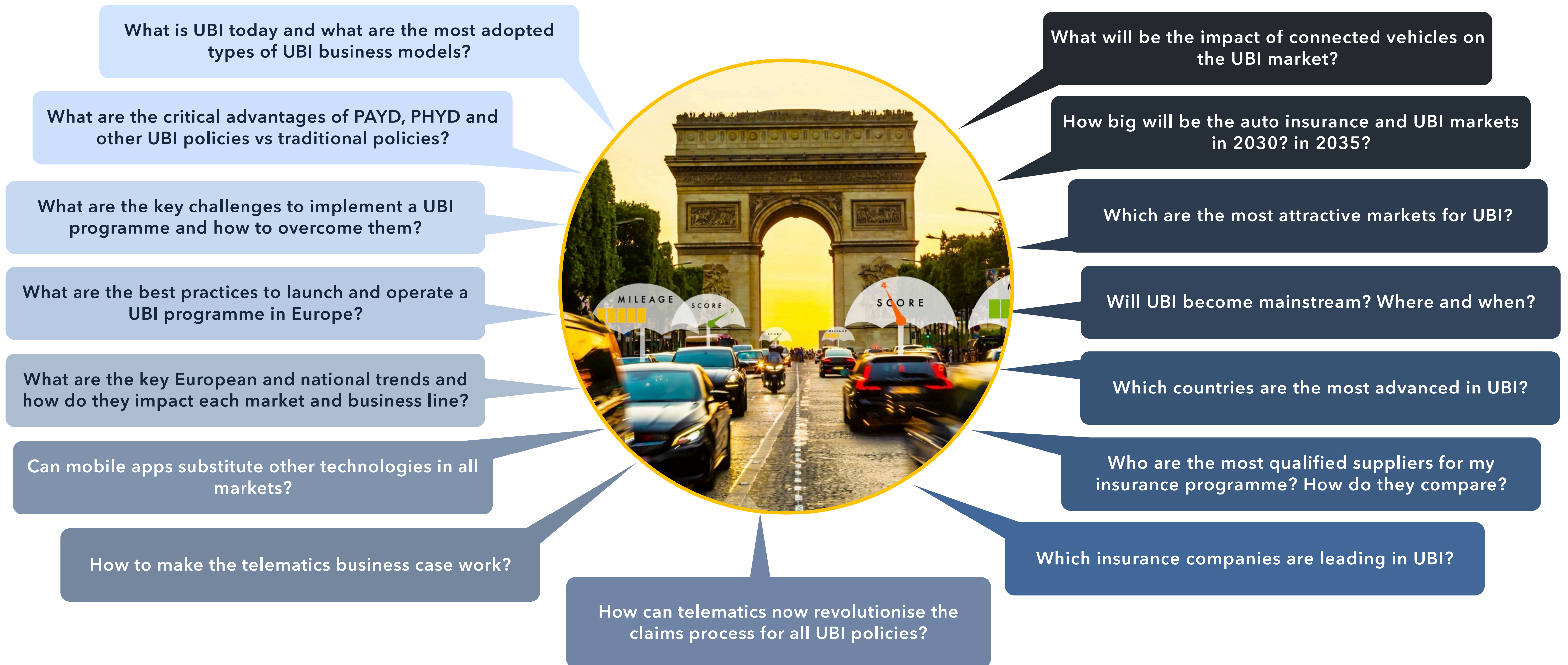
# This report is the most comprehensive analysis and forecast of the European's connected insurance market ever published

- A **620-page analysis of the current and future European connected insurance market** based on:
  - PTOLEMUS' **15** years of constant market surveillance
  - Consulting experience with **100** UBI client assignments
  - **11** months of research and analysis including **65** interviews with key stakeholders
- **Global state of the UBI market** incl. global UBI adoption and market size for personal line and commercial line markets, key business models and major trends
- **Best practices on how insurance companies can make a telematics insurance programme successful**
- **An in-depth investigation of the auto insurance and UBI markets in European countries incl.**
  - In-depth analysis of the development in European countries
  - Auto insurance and UBI statistics, UBI history, UBI value chain and market shares in each country
  - Analysis of new programmes
  - Outlook for UBI in each country
  - Deep dive analysis of 8 leading insurance companies
  - Forecast UBI customers and premiums until 2035
- **The impact of connected vehicles on the auto insurance and UBI markets in Europe**
- **A detailed assessment of data collection technologies & models**
  - Black boxes, OBD dongles, dash cameras, smart tachographs, Cigarette Lighter Adaptors, etc.
  - Embedded vehicle telematics systems
  - Smartphone apps (with and without tags)
- **Detailed analysis of the UBI technology & supplier landscape** incl. state of technology, market shares, in-depth profiles of **27** vendors and comparative assessment
- **2020-2035 Excel market sizing & forecast for 10 regions**
  - Covering the UK, Italy, Germany, France, Netherlands, Belgium, Luxembourg, Switzerland, the Nordics and the Rest of Europe
  - With inputs from hundreds of reputable sources and PTOLEMUS' own automotive forecasts
  - Based on our unique UBI Readiness Index of the demand but also the supply (insurers) in **23** countries
  - Built bottom up based on our estimates on almost **160** active programmes (143 in personal line and 15 in commercial line)
  - Motor insurance customers by business line and vehicle type
  - Number of UBI customers and UBI premiums by business line and vehicle type
- **The future of UBI** based on regulatory, technology and demand trends
- **Strategic recommendations to key stakeholders** incl. insurance companies, TSPs, OEMs and regulators



*The reference report for all industry stakeholders to understand and prepare the future of auto insurance*

# This report answers many critical questions



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- d. FairConnect
- e. IMS
- f. Octo Telematics
- g. OSeven Telematics
- h. Redtail Telematics
- i. Scope Technology
- j. Sentiance

#### **k. The Floow**

- l. UnipolTech
- m. Vodafone Auto.

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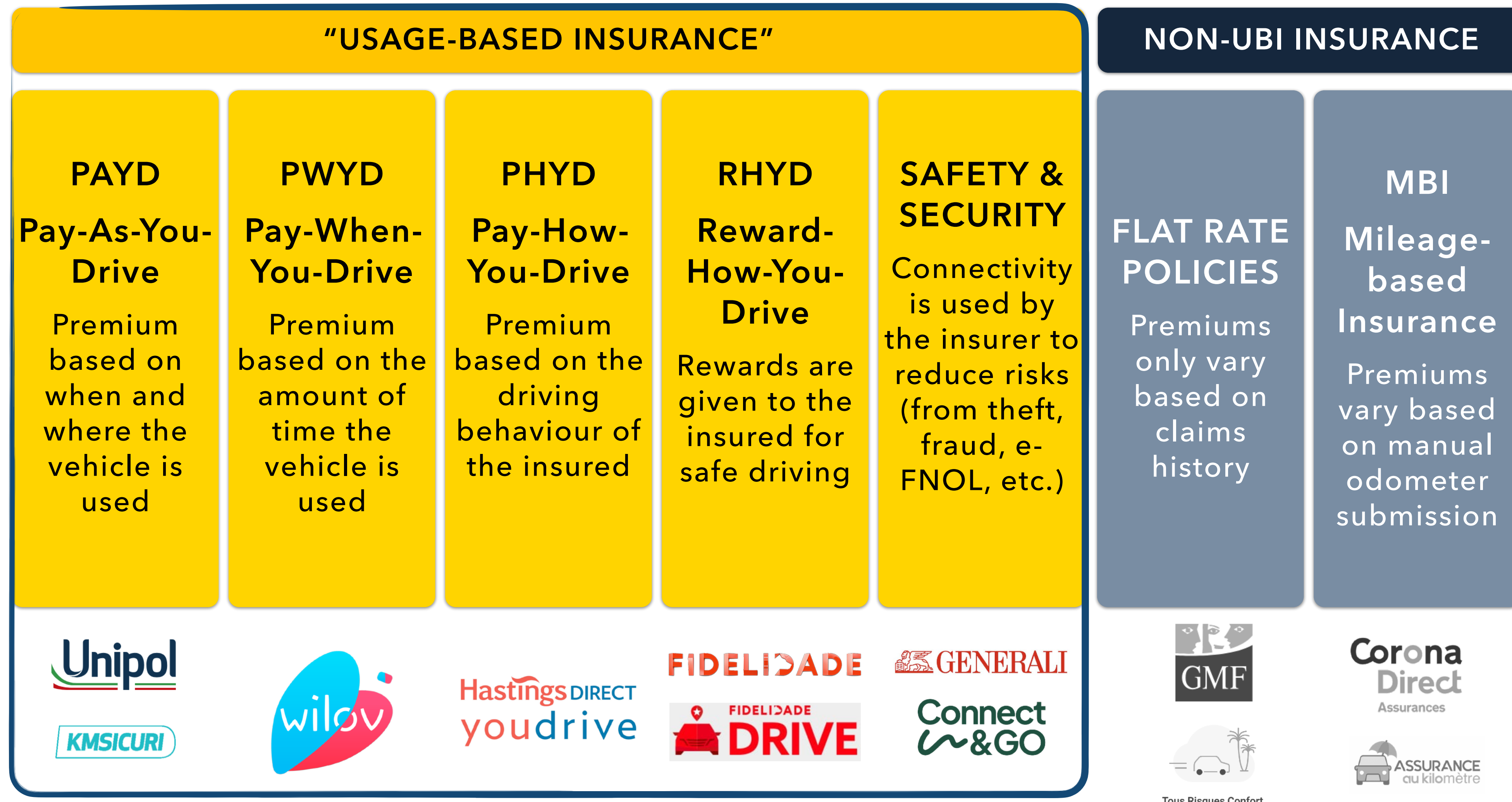
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### **A. Conclusions**

### **B. Recommendations to insurance companies, governments and regulators, automotive OEMs and TSPs**

# Our analysis, market sizing and forecasts focus on UBI, where connectivity influences the premium and / or the risk

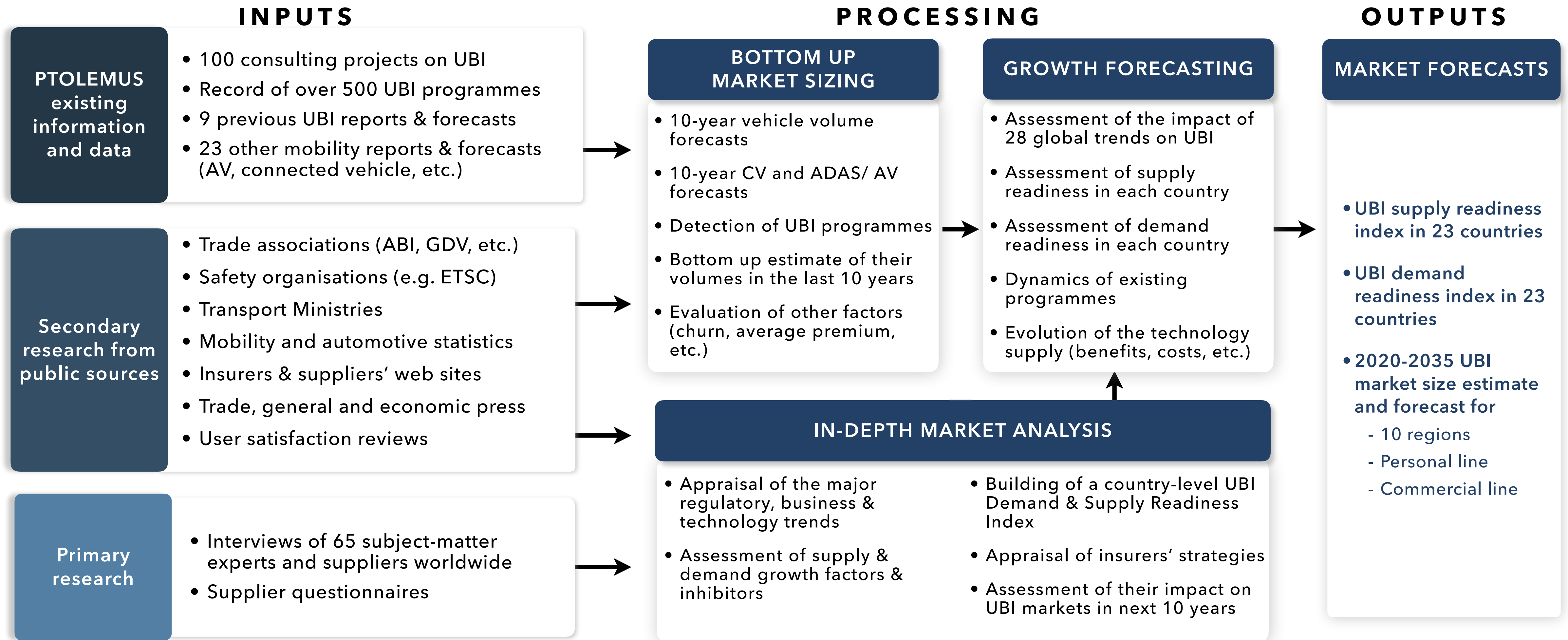
Scope of our analysis and examples of programmes



Source: PTOLEMUS

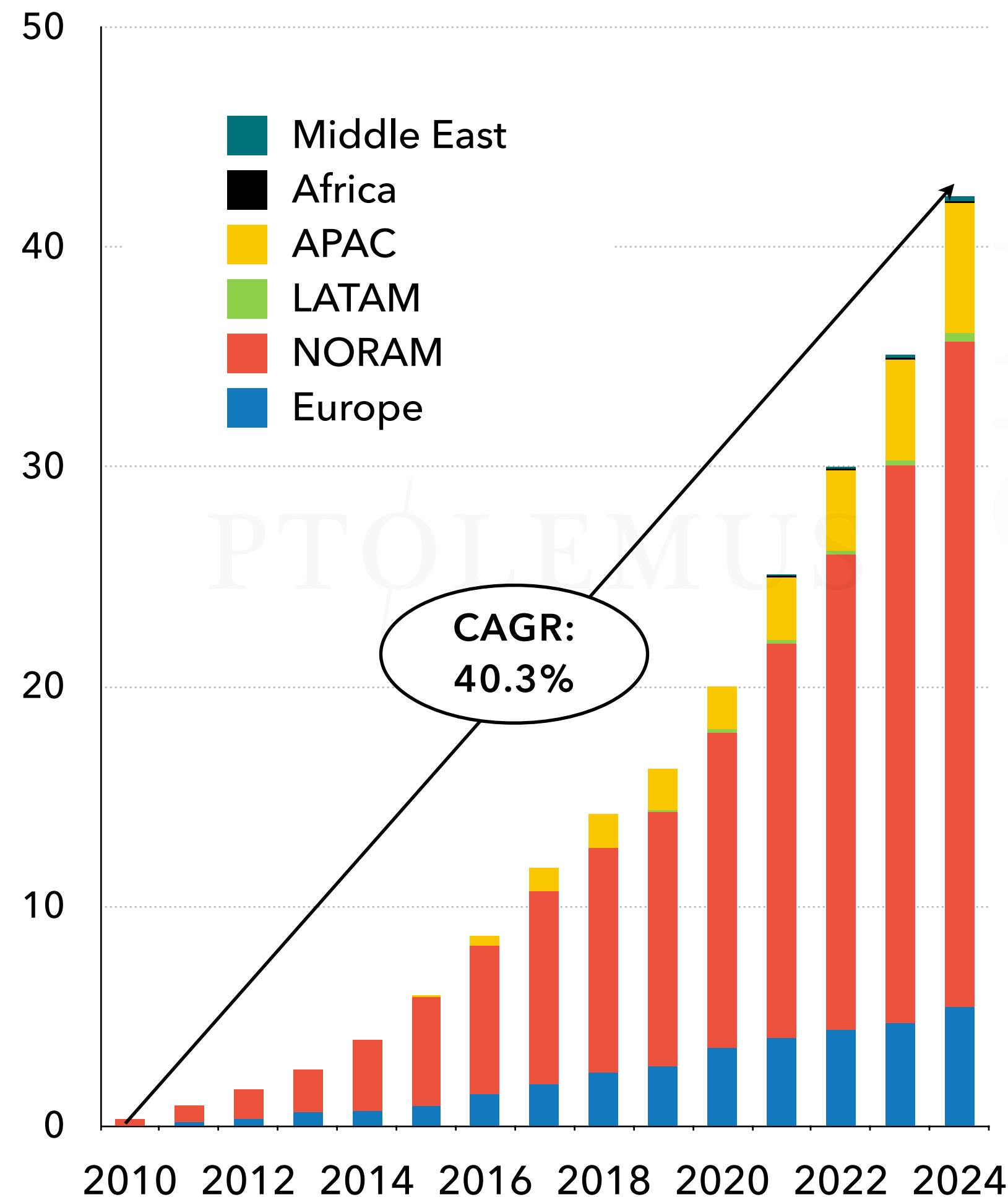
# Our market forecasts are based on a bottom-up approach, in-depth analysis of each market and the impact of major trends

PTOLEMUS' methodology for our market sizing and forecasts

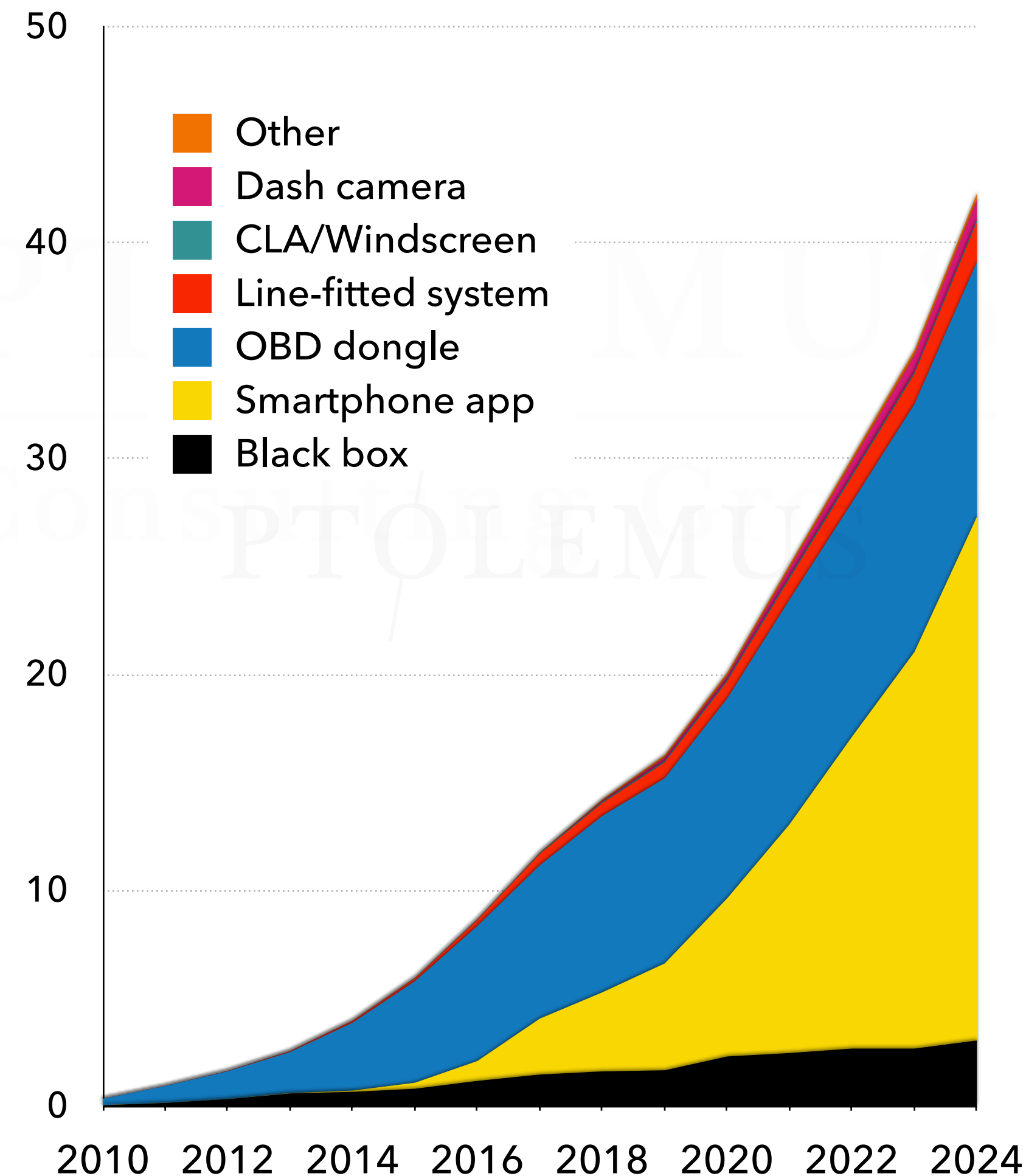


# PHYD is the most popular and widespread policy model, particularly in North America

Number of UBI PHYD policies (million)



Number of UBI PHYD policies (million)



## Our analysis

- PHYD insurance policies have been experiencing above-average growth worldwide, and now represent 7 out of 10 UBI policies
- The expansion is especially strong in North America, where insurers and consumers have shown high acceptance of behaviour-based premium models
- The majority of PHYD policies now rely on smartphone-based telematics, which provide a low-cost, scalable, and user-friendly solution for both insurers and policyholders
- Smartphone apps not only collect driving data but also engage users with real-time feedback, gamification, and rewards for safe driving—supporting policyholder retention

# PTOLEMUS

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Consulting Group



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**Thank you!**

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