

Telematics Update: Telematics, insurers and the consumer collide - Harness 'big data' to create product differentiation, engage and empower the end-user

As key players in the auto- insurance industry have integrated telematics into their policy portfolios, Telematics Update has teamed up with Direct Line, Moneysupermarket.com and Zurich to organise the Insurance Telematics Europe Conference (7-8 May 2013, London UK) to provide a platform for the merging industries to network and share business intelligence.

London, England ([PRWEB](#)) January 16, 2013 -- It has been predicted that by 2017, 19 million drivers will rely on telematics for their insurance policies. Many insurance carriers have decided on their devices and all focus is now on how to manage, analyse and store the data, whilst also putting the consumer at the forefront of the equation to ensure their buy-in is secured. Insurance Telematics Europe 2013 will address the key topics and concerns insurers are currently facing to update their product portfolios.

Allianz, a leading insurer utilising telematics said that "it is a very well organised event, providing great insight into a developing market". No-where else can you meet senior level executives, analyse relevant data sets, and receive an update on the entire European market, to include the UK, Italy, France and Germany which cumulatively make up 60% of the European auto insurance market.

Telematics Update has constructed an independently researched agenda, with 40+ key discussions, over 50+ carefully selected insurance professionals from Zurich, Towergate Insurance, Association of British Insurers, Carrot Insurance, Moneysupermarket.com, Young Marmalade Group, Ptolemus Consulting Group, gocompare.com, Information Commissioners Office, Direct Line and more.

Key topics of discussion:

- Route to Market - Smartphone Vs OBD2 Vs Black Box
- The Impact of Gender Ruling
- Fleet & Commercial Insurance
- Data & Underwriting Factors
- Claims & Renewals
- Understand the Consumer

Meet the elite at Europe's biggest insurance telematics forum.

Insurance Telematics Europe 2013, Conference & Exhibition, 7-8 May, 2013 (London ,UK) will unite 400+ leaders from across the insurance, broker, aggregator, automotive, mobile, wireless, digital and web industries for Europe's most prolific forum for the insurance telematics industry. The £400 launch offer saving on all conference passes expires Friday, 18 January 2013: (<http://www.telematicsupdate.com/insurance-telematics-eu/index.php>)

For the complete Insurance Telematics Europe 2013 conference programme and speaker line-up, access the e-brochure at:

<http://www.telematicsupdate.com/insurance-telematics-eu/conference-event-brochure.php>

or contact the Telematics Update team at [insuranceeu\(at\)telematicsupdate\(dot\)com](mailto:insuranceeu@telematicsupdate.com)

Register before Friday 18th January via the secure link below to take advantage for £400 saving on all



conference passes <https://secure.telematicsupdate.com/insurance-telematics-eu/register.php>

About Telematics Update:

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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