

## **TU-Automotive Releases New Brochure for Insurance Telematics Canada 2016 Conference & Exhibition**

*TU-Automotive is excited to announce that Insurance Telematics Canada 2016 Conference & Exhibition, on the 28th-29th April at the DoubleTree Hilton in Toronto, has recently released its new brochure with a new angle for 2016.*

([PRWEB](#)) March 22, 2016 -- As Canada's only dedicated connected car insurance event, the show brings together an audience of over 150 insurance players, eager to develop the services & partnerships that will drive forward insurance telematics in 2016. This year's event will bring into focus the key component of the connected car insurance industry, the consumer. The event will address topics from creating customer value beyond price differentiation and using commercial fleets as a test bed for personal lines insurance, to working hand-in-hand with brokers to chart their journey to becoming guardians of consumer data.

Expect to hear from such leading Canadian insurance players as AIG, the WSIB, Towers Watson, RSA Canada and the Office of the Privacy Commissioner of Canada.

When asked about 2016's Insurance Telematics Canada, Project Director, Lucas Ainscough responded: "The insurance telematics industry has reached a tipping point in Canada, with a series of trials already undertaken by some of the key players in the market and with results that have not matched expectations; the focus is shifting to the consumer as new avenues are explored to deliver the necessary ROI."

### Insurance Telematics Canada 2016

Insurance Telematics Canada 2016 gathers the country's most influential voices in motor insurance including insurers, regulators, telematics service providers and brokers to discuss the trends and opportunities currently present in Canadian motor insurance.

Why Insurance Telematics Canada is the must-see event of 2016:

- Breaking Trends in Connected Car Insurance. Leading minds in insurance telematics aim to solve such issues as: consumer adoption of UBI, creating a 'broker-friendly' UBI solution, insuring car sharers like Uber, and setting a precedent for adequate and standardised insurance legislation across Canada
  - Building Market Presence in Canada. TU-Automotive have worked with emerging insurance telematics companies across the globe to support their marketing efforts and transform them into industry leaders. These include companies such as OCTO Telematics, IBM, Deloitte, LexisNexis and others
  - Unique Partnership Opportunities. With over 150 executives from the insurance industry in attendance meet the tech providers, insurers and regulators looking for new partnerships to drive their insurance proposition. Nowhere else does such a diversity of potential business partners converge
- Testimonials from Canada

See what the Canadian insurance players think of Insurance Telematics Canada:

"Thank you for coming to Canada - we have the need and opportunity to become a smarter insurance industry despite being 1/10 the size of the US and I learned how our industry wants to innovate insurance" IBM Canada

"Excellent content, great networking opportunities and open and honest discussion regarding insurance



telematics” MiXTelematics

“P&C insurance companies cannot afford to miss this conference!” FMRP Canada

To find out more about Insurance Telematics Canada 2016 visit the website: <http://www.tu-auto.com/insurance-telematics-canada/>

To find out more about potential commercial or speaking opportunities, please contact: [insurancecanada@tu-auto.com](mailto:insurancecanada@tu-auto.com)

#### About TU-Automotive

Tracking Automotive Technology: TU-Automotive is the reference point and communications hub for the evolving automotive technology segment as it converges with consumer electronics, mobile and IoT to re-define connectivity, mobility and autonomous use-cases. You can sign up to receive free weekly updates, including exclusive industry analysis, interviews and insights at: [www.tu-auto.com](http://www.tu-auto.com)

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**Online Web 2.0 Version**

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