

# DATA DRIVEN INSURANCE

This experiment studies a driver's behavior over time in order to build a more personalized mobility profile. The goal is to create a driving behavior passport that can be used to calculate more exact insurance rates and allow drivers to take the information with them, from car to car or from insurance carrier to insurance carrier. Vehicle data might enable lower insurance rates for good drivers.



## The Experiment

Ford will collect and analyze vehicle performance data to determine how it might enable lower insurance rates for good drivers.



## GOALS



Big Data



New Customers



New Revenue Opportunities



FORD **SMART MOBILITY**