

Press Release

AIG General launches “A-1 Grand Prix” Safe Driving Contest

Your safe driving can help you clear stages and win great prizes

by using an app that helps you visualize how you drive!

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TOKYO, February 28, 2022 - AIG General Insurance Company (AIG General) today announced the launch of the "AIG General Safe Driving A-1 Grand Prix," a contest promoting safer driving, running from March 1 through April 30, 2022. Participants who drive safely and complete a series of competition stages on the AIG Drive^{*1} smartphone application will be eligible to win exciting prizes that include a new vehicle valued at up to 5 million yen and Amazon gift certificates.



As more and more people seek opportunities to avoid face-to-face contact in their daily lives, many are now considering commuting and leisure travel by car^{*2}. At the same time, with the beginning of the new school year and new job starts, traffic accidents generally occur more frequently in springtime^{*3}. While automobiles are a familiar and convenient transport option, accidents often have a significant impact on those involved, their families and on companies. AIG General identified drivers understanding their own driving behavior as a critical element both in preventing accidents and enabling them to focus on how to drive more safely. The Safe Driving A-1 Grand Prix contest utilizes gamification in combination with the AIG Drive app to add an element of fun as drivers visualize their driving habits and apply safe driving techniques.

AIG General is dedicated to introducing initiatives that support vehicle-related risk management. These initiatives are based on AIG General’s concept of “ACTIVE CARE,” which emphasizes the importance of preparing for and addressing the risks around us that might otherwise go unnoticed. AIG Drive, the smartphone app used in this contest, was developed based on safe driving best practice. AIG Drive evaluates acceleration, braking, speed, and other aspects of driving behavior and provides hints on how to drive more safely.

Through the Safe Driving A-1 Grand Prix, AIG General aims to encourage more drivers to use AIG Drive, helping them appreciate the importance of safe driving while also encouraging them to more effectively manage the potential risks they face.

*1 A safe driving digital tool jointly developed by AIG General and Amodo. Using GPS and smartphone motion sensors, AIG Drive monitors the user’s driving habits and evaluates safe driving performance. The app maintains a log of the user’s driving history.

*2 Nile KK, ‘Changes in method of transport due to COVID-19’ February 2020
<https://prtimes.jp/main/html/rd/p/00000024.000055900.html>

*3 Ministry of Police, ‘Auto Accident Statistics’ Monthly Release
<https://www.npa.go.jp/publications/statistics/koutsuu/toukeihyo.html>



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