



Press Release

Join AIG General's "Go for it! Drive Master" Campaign with Safe Driving Analysis App, AIG Drive

TOKYO, September 20, 2023 -- AIG General Insurance Company, Ltd. (AIG General) today announced the launch of "Gachapin and Mukku's Go for it! Drive Master" campaign, which will use safe driving app AIG Drive to support safe driving by users. The campaign will run from October 1 to November 30, 2023.

Despite progress being made in vehicle safety measures due to the development of technology, the number of traffic accidents in Japan has been on the rise in 2023.¹ The Japan Autumn Traffic Safety Campaign will begin on September 21 and will run for ten days to September 30. This is held ahead of the October to December period, which every year sees the highest number of fatal accidents occurring during the evening time.²

AIG General will run "Gachapin and Mukku's Go for it! Drive Master" campaign to encourage drivers to drive more safely via using AIG Drive, which helps drivers understand their driving tendencies and provides specific advice on driving more safely.

About "Gachapin and Mukku's Go for it! Drive Master" Campaign

The goal of the campaign is to measure driving data using AIG Drive to help drivers understand their driving tendencies and identify areas for improvement so that each driver can operate their vehicle safely and have an enjoyable experience.

Joining the campaign only requires the installation of the AIG Drive app for smartphones, to register as a driver, and then drive. The app measures data whilst driving and displays a safety score for each journey. The maximum score is 100 and scores 70 or higher will be eligible to enter a draw for prizes. If a journey records a score below 70, advice will be provided by the app on how to improve driving techniques



¹ "Traffic Accident Statistics Monthly Report (Preliminary Report for July 2023): Traffic Accident Circumstances," "Circumstances of Traffic Fatalities and State of Crackdowns on Road Traffic Act Violations in 2022: Trends in Traffic Accident Circumstances"

<https://www.e-stat.go.jp/stat-search/files?tclass=000001023423&cycle=1&year=20230&month=23070907>

² Fatal accidents during dusk hours

<https://www.npa.go.jp/bureau/traffic/anzen/hakubo.html>

in order to achieve a higher score and certify the safety of the journey.

This campaign is open to everyone with access to a smartphone and is not limited to AIG customers.



About AIG Drive

AIG Drive is a free app that anyone can use to easily understand their driving tendencies and learn to drive more safely. AIG Drive uses smartphone GPS and motion sensors to monitor driving behavior and assess its safety. The app has been available since last year, and was updated to be more user friendly, with improved power consumption and reduced app storage size.

After configuring the app, including the location settings, AIG Drive will assess and display a score for each journey. Driving is assessed according to five metrics: braking, speed, acceleration, steering wheel handling, and distracted driving. Based on the analysis of this data, the app offers specific advice that drivers can use to improve the safety of their driving.

For more details, please refer to the following (Japanese only)
<https://www.aig.co.jp/sonpo/personal/product/auto/aigdrive>

YouTube videos demonstrating AIG Drive

In collaboration with *Arukaba*³, a driving school YouTuber, AIG General plan to launch collaboration videos featured on YouTube demonstrating how AIG Drive can be used as well as featuring driving tips from *Arukaba*.

³ Driving school teacher YouTuber Arubaka :
https://www.youtube.com/@arubaka_k/about

AIG Drive Results Screenshot

