



## PRESS RELEASE

### **Greater Than entering partnership with New Zealand Automobile Association**

*Providing real-time understanding of risk among drivers to enhance road safety.*

*Stockholm, December 10, 2019:* Insurtech firm Greater Than and automobile organization AA New Zealand, member of the global organization Fédération Internationale de l'Automobile (FIA) are partnering to take safe driving to the next step by using Greater Than's AI Enerfy to gain real time insight on risk. The offering is addressing fleet customers in New Zealand and will reach the market with immediate effect with the aim to further help and inspire drivers to drive safer.

New Zealand's leading mobility organization AA, whose members account for more than 54% of all licensed drivers wants to support its fleet customers to improve road safety by getting a real-time understanding of their drivers impact on risk. With the use of Greater Than AI based insurtech platform Enerfy, the AA will elevate transparency and provide a new level of risk insight for all stakeholders in its mission to drive road safety in New Zealand.

"We could see that the traditional "line in the sand" approach to telematics was very effective in stopping extreme behavior but didn't manage to support drivers to continually improve beyond those hard boarders. Discovering Enerfy provided a solution to this dilemma by offering granular risk based insights for every journey. This helps, along with our practical training, to give our clients a best in class approach to driver safety within their fleets" says Jack Bergquist, National Sales Manager, AA New Zealand.

The Enerfy solution will initially be offered to AA's fleet customers with the aim to embed it in their ongoing and future work, including taking driver training to the next level.

"We are very excited about partnering with AA New Zealand, as part of our cooperation with FIA. Their strong commitment in road safety issues has made them work at the forefront with embedded innovative solutions and services for their customers. Offering Greater Than's solution Enerfy and its ability to calibrate driving behavior to deep risk insight in real time is a perfect match into their progressive work." - Says Johanna Forseke, Global Head of Sales, Greater Than.

The new AA New Zealand offering for fleets will include real time analyzing and understanding of risk via Enerfy's risk management portal, driver gamification and feedback via an AA App, powered by Enerfy.

#### **For media inquiries and more information, please contact**

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#### **About Greater Than**

Greater Than provide Artificial Intelligence that understand and price risk per car in real-time, helping auto insurance carriers to improve loss ratio and supporting automotive OEMs with behavioral based pricing for new mobility. The company's flagship product Enerfy Global is a platform with over 480 white label solutions, including AI pricing, digital insurance, gamification and driver influencing Apps. Greater Than partner with global insurance carriers and is the platform for the FIA competition, the FIA Smart Driving

Challenge, the first global challenge in safe driving. Greater Than is listed on Nasdaq First North Growth Market. Certified Adviser is FNCA Sweden AB, +46(0)8-52800 399, [info@fnca.se](mailto:info@fnca.se). [Learn more.](#)

#### **About AA New Zealand**

The AA has been guiding life's journeys for over 115 years. Founded in 1903, the Association started as a small group of motoring enthusiasts in Auckland, before expanding to 15 regional clubs, all with a focus on providing roadside assistance and advocating for driver safety and motorists' interests. In 1991 those clubs were consolidated into what we now know as the New Zealand Automobile Association - a club that boasts a Membership base of more than 1.7 million today and is unquestionably one of the most trusted brands in the country. In recent years it has continued its evolution, building on its motoring roots and expanding into new areas where the Association can be relevant in the lives of Members and indeed all New Zealanders. It provides diverse services ranging from insurance, finance, a fuel discount programme, travel benefits and, most recently, a home tradesperson assistance service. Overlaying all these offerings is the fundamental tenet of being relevant and providing value to Members. In the last quarter century, that added benefit offering has been achieved without the need to increase the annual subscription. In the last year alone new Member Benefits have been introduced with Skin Institute, Bay Audiology and Dilworth Hearing. The service the Association delivers, whether at the roadside or in the execution of all its offerings, has built a brand reputation second to none and an underlying strength of the organisation and what we stand for. Each of those services collectively builds on that brand strength but on their own is also equally acknowledged within the community. AA Roadservice, AA Insurance and AA Life have all received awards for brand trust and service excellence in New Zealand. The commitment to the Member Benefit proposition continues to drive record Membership growth, and this Strategic Priorities document charts a course that will continue to develop that growth in the years ahead to ensure the Association's future success.