

GAME OF ROADS

'GAME OF ROADS' BY BÂLOISE ASSURANCES

A NEW APP THAT COMBINES FUN AND IMPROVED DRIVING PERFORMANCE

On Friday 13th March, at a press conference at the SNT Kirchberg, Bâloise Assurances announced the launch of its new free application called 'Game of Roads', developed in collaboration with Motion-S, a University of Luxembourg spin-off and resulting from a project supported by the Fonds National de la Recherche (FNR). This ground-breaking application, available both on the App Store and Google Play, means to raise road safety through fun and competition.

IMPROVING ONE'S DRIVING STYLE WHILE HAVING FUN?

YES, WITH BÂLOISE'S NEW APP 'GAME OF ROADS'!

The brand-new and revolutionary application for the Luxembourg market is destined to all those who are keen to improve their driving in a fun way and equally challenge their friends. Everyone can use 'Game of Roads': Bâloise customer or not, Luxembourg resident or cross-border commuter.

Bâloise is indeed committed to incorporating security into everyday life, affirms Romain Braas, CEO of Bâloise Luxembourg: "As already stated in our claim 'Making you safer', we take this topic very seriously and are constantly trying to increase people's consciousness of safety. In addition, working with Motion-S, a start-up in Luxembourg, has allowed us to encourage and support young talents."

A STEP TOWARDS A DIGITAL WORLD

Laurent Heiles, Sales Director, emphasizes: "We chose to break the insurance codes in Luxembourg in order to succeed in our digital transformation and to redefine the role of the insurer by offering new experiences and relying on modern technologies. 'Game of Roads' is a perfect example of this development." In a digital world, the best option is to rely on the smartphone, the communication tool preferred by young and old. Tradition meets technology; Bâloise meets Motion-S. The result is unprecedented.

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MORE THAN JUST AN APP: FOUR WORLDS

- 1 The scientific world**
A powerful algorithm that takes into account the motor vehicle and the climatic conditions
- 2 The game world**
The game score, the competition, the ranking, the badges ...
- 3 The community world**
The blog on the website gameofroads.lu, Facebook®, Twitter®, Youtube® and Google+®
- 4 The (playful) safety world**
Specialists' advice, tutorials, gimmicks in the app and other media available

WHAT'S IN FOR THE BEST DRIVERS IN LUXEMBOURG?

The winner of the finals in October will receive a brand-new MINI Cooper®. In addition, every month, the best drivers will be rewarded with exclusive prizes, such as, for example a trip to New York in the first month after the launching of the app.

On the occasion of its 125th anniversary in Luxembourg, which is being celebrated this year, Bâloise focuses on innovation and 'Game of Roads' is only the first step.

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BERTRANGE, LUXEMBOURG
FOR IMMEDIATE RELEASE

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gameofroads.lu

DOWNLOAD 'GAME OF ROADS' FOR FREE:



DISCOVER 'GAME OF ROADS':

<http://youtu.be/Wjdmd73TXzE>

HOW TO USE THE NEW APPLICATION:

<http://youtu.be/1dbm6HBsrpU>

THE BÂLOISE GROUP IN LUXEMBOURG

Bâloise Assurances has offered insurance services in the Grand Duchy since 1890 and is firmly rooted in the economic and social fabric of the country. It belongs to the Swiss group Baloise, which is widely present in continental Europe. Quality, transparency, respect and straightness are the values that continue to guide the company's actions and allow the development of solid partnerships with private clients and businesses. With the introduction of the 'Bâloise Safety World' in 2008, Bâloise became the first insurer to combine prevention and insurance and thus the preferred partner in safety related matters.

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**Mir maachen lech méi sécher.
Making you safer.**

