

To successfully sell **my Drive™** to your customers follow the three simple steps below. Your customers will start saving immediately and the safer they drive, the more they can save!

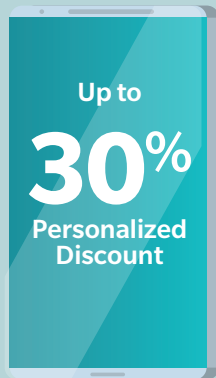
1. Introduce my Drive™

Introduce your customers to **my Drive** by automatically including the discount as part of their quote.

Broker:

As part of your quote I have included **my Drive**. By enrolling in the program, you will receive an immediate 10% discount so you'll start saving right away.

After only six months you can earn up to 30% off your car insurance based on your safe driving!



2. Explain the Program

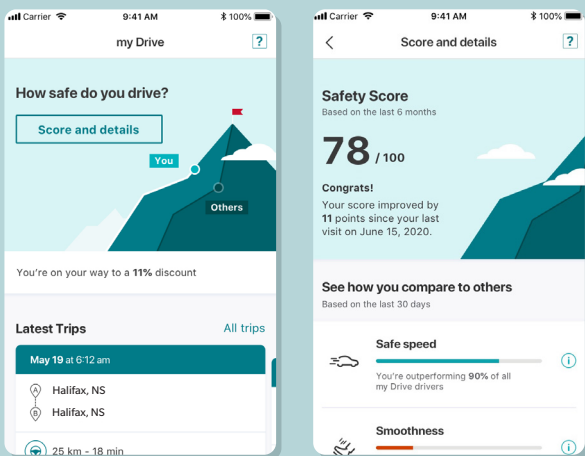
Keep it simple when explaining **my Drive** to your customers.

Broker:

my Drive uses an app on your smartphone to assess your safe driving behaviour. This includes safe speed, smooth braking and acceleration, and focus, such as using your phone to talk or text while driving.

You can assess how safely you're driving and use the feedback and tips to improve your driving habits and your discount. But don't worry, your premium will not increase as a result of the program.

All you have to do is enrol today and activate **my Drive** through the Intact Insurance App.

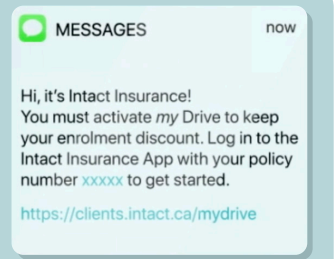


3. Bind the Policy and Activate

After the policy is released in Contact PL for new business, enrolled drivers will immediately receive a text message (SMS) to activate.*

Broker:

You'll receive a confirmation text message with a link to activate the program. Let's do that right now.



If the customer does not yet have the Intact Insurance App, the text message will direct them to download the app. They'll need their email address and policy number or driver's license to create their account and log in for the first time.

*Existing customers will receive a link to activate within 24 to 72 hours.

If you are not able to activate my Drive with your customer immediately

A

If they don't have the Intact Insurance App:

Broker:

Let's download the Intact Insurance App from the App Store or Google Play right now. Once you receive the text message, you can create your account and log in for the first time. You'll need your email address and policy number or driver's license.

Don't forget to activate **my Drive** as soon as you receive the text message or you'll be removed from the program and lose all related discounts.**



B

If they have the Intact Insurance App:

Broker:

Don't forget to activate **my Drive** as soon as you receive the text message or you'll be removed from the program and lose all related discounts.**

my Drive is now available!
You have 15 days to activate your my Drive program. Don't miss out on this chance to save!

Activate now

For more information on how to activate **my Drive**, review the [Instant Activation eLearning on smartroadtosavings.ca](https://www.smartroadtosavings.ca)

**The customer must activate the program within 15 days of the effective date of enrolment or within 15 days of the date the welcome text message is received (whichever is later). If the program is not activated, they will be removed from the program and lose any related discount.

Resources and Support

For more sales resources including video and reference guides, objection handling, a program fact sheet and an FAQ visit [smartroadtosavings.ca](https://www.smartroadtosavings.ca)

Intact Insurance customers can contact our Customer Service Team at 1-855-250-4743 or email mydrive.novascotia@intact.ca or mydrive.newbrunswick@intact.ca

For questions or assistance with Contact, brokers can contact our Personal Lines Systems Helpline at 1-833-728-6718 or email PLSystemsHelpline@intact.net or contact your Underwriter or Business Development Manager for general program questions.

Training

For **my Drive** training, visit [smartroadtosavings.ca](https://www.smartroadtosavings.ca) or contact your Business Development Manager.

For questions about available training, contact us at SBD_training@intact.net.