

Oct 19, 2017 09:50 BST

Allianz and Lightfoot partnership renewal rewards fleet drivers

Allianz and Lightfoot have renewed their partnership to continue the successful 'Lightfoot Fleet Driver of the Week' programme.

Lightfoot's award winning technology gives drivers real time coaching, bringing about lasting behavioural change. It combines in-cab feedback with psychology and provides motivation through incentives designed to make roads safer, the environment cleaner and motoring less expensive.

Used in conjunction with or as an alternative to telematics, Fleet Managers can use information provided by the system to adjust driver behaviour and create an alert that some drivers may need further training. Savings on fuel and maintenance costs can also be achieved through modifying driving behaviour.

The 'Lightfoot Fleet Driver of the Week' programme rewards better driving across customers' fleets and prizes are awarded on a weekly basis. To be eligible, drivers have to achieve weekly targets.

Head of motor insurance, Allianz Insurance plc, Jonathan Dye commented: "We are committed to using new technologies to help our customers and are delighted to be continuing the partnership. Driving safely and efficiently is a key aspect of fleet management and since partnering with Lightfoot in 2015, we have really seen the benefits of the product. Incentivising drivers is a really important part of the process because it increases their focus on improvement."

The Sales Director of Lightfoot, Martin Kadhim, commented: “At Lightfoot we are delighted to have Allianz supporting this initiative again. For the first time, it gives drivers the rewards and recognition they deserve for driving with a safer, smoother and more efficient style and that’s something we can all get behind.”

Now, to further incentivise better driving, Lightfoot and Allianz are supporting the inaugural Fleet Driver of the Year Award with [What Van?](#)

Notes to editors:

Lightfoot is an award-winning, government-supported technology that helps enable and reward a smoother, more efficient and safer driving style.

It has two core components:

1. A small device that communicates directly with the vehicle’s engine and provides the driver with visual and verbal feedback to enable them to stay within the engine’s ‘sweet spot’ (optimum efficiency).
2. A rewards platform that enables drivers to benefit personally from better driving (whether at work or at home) through competitions, prizes, discounts and other incentives.

Drivers using Lightfoot typically see:

- Fuel costs down by up to 20%
- Wear and tear costs down by 40-50%
- Harmful emissions down by 15-20%

In addition, and significantly, fleets using Lightfoot have seen claims for at-fault accidents fall by as much as 60%.

For more information, see www.lightfoot.co.uk/business

[Allianz Insurance](#) is one of the largest general insurers in the UK and part of the Allianz Group.

The Allianz Group is one of the world's leading insurers and asset managers with more than 86 million retail and corporate customers. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing over 650 billion euros on behalf of its insurance customers while our asset managers Allianz Global Investors and PIMCO manage an additional 1.3 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we hold a leading position in the Dow Jones Sustainability Index. In 2016, over 140,000 employees in more than 70 countries achieved total revenue of 122 billion euros and an operating profit of 11 billion euros for the group.

.

Contacts



Amy Yorston

Press Contact

PR Consultant

amy.yorston@allianz.co.uk

07794266474