



4 April 2024

## Young NSW drivers wanted for safe driving study

AAMI is set to recruit hundreds of young drivers across New South Wales to be a part of an innovative new research project which will test if financially rewarding young drivers will encourage them to drive safer on the roads.

In a first for the insurance company, the project, funded by the NSW Compulsory Third Party (CTP) insurance regulator, will test the driving skills of up to 500 young drivers by using the telematics feature, AAMI Driver Rewards in the AAMI app to see if their driving behaviour can be influenced with financial incentives to help reduce accidents and injuries.

Suncorp Group's CEO Commercial and Personal Injury Michael Miller said the research will be focussed on young drivers, because they are most at risk on our roads.

"Younger drivers are at higher risk of having more accidents than older drivers and because of that, in New South Wales, they pay significantly more for their CTP Insurance," Mr Miller said.

"Trying to change driver behaviour to make our roads safer is never easy, and tragically we have seen this reflected in the road toll every year<sup>i</sup>.

"This means governments, industry and the community are constantly having to come up with innovative solutions to find new ways to tackle this challenge.

"We have to keep trialling new technology to see what works. Anything that has the potential to improve driving behaviour and reduce road accidents is worth trying.

"Fewer accidents, means fewer injuries and that means lower CTP premiums."

Mr Miller said the recruitment drive for young drivers to take part would start in the next few months.

"Once the driver enables permissions through the AAMI app at the start of the research period, the app will automatically track the user's driving without them touching it for six months and score them on key behaviours like speeding, acceleration, cornering, braking and phone use.

"They'll be offered financial incentives over the course of the project and based on their scores, they could end up with more than \$100 worth of rewards.

"We'll then analyse the data and work with SIRA to see if this approach can help improve road safety for young drivers and reward them for good driving behaviour."

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**Media contact:** Zoe Russell 0436 605 687 / [media@suncorp.com.au](mailto:media@suncorp.com.au)



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<sup>i</sup> Young adults, aged 17-25, represented about 13 per cent of all licence holders but accounted for 19 per cent of all drivers and riders involved in fatal crashes in 2022.