



# **Named Young Driver Insurance**

**Andy Martin**

**Broker & Distribution Director**



**marmalade**

The young driver car share champion

# Learning Objectives

Purpose of Named Young Driver Insurance

Look at 'How it works'

Discuss the concept of young drivers sharing a car with a parent/guardian

Facts and Figures

# why car sharing is helping young drivers

“Marmalade insurance is by far the best option for drivers who have recently passed and don't have enough money or the need to buy a car of their own and will just be driving their parents’ car. It is the cheapest option and is very good with having the app to check on how the driver has been driving and how many miles they have done for each journey.”

- Marmalade customer

**[marmaladebroker.co.uk](http://marmaladebroker.co.uk)**



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# Car sharing for young drivers

## Helping parents to get their young drivers on the road

It is not always easy to place young driver business due to factors which often push the price up, making insurance almost unobtainable for young drivers.

With Marmalade's innovative approach to young driver insurance, you will be able to offer young drivers the chance to get on the road, with the help of their parents, or grandparents. Named Young Driver Insurance is a solution that can help the young driver gain invaluable experience before they pass their test.

Barriers to  
young  
drivers  
getting on  
the road

Low income

Cost of driving lessons

Cost of buying and insuring a car

Cost of running a car, including: tax, MOT, maintenance, fuel, etc.

Changing lifestyles – higher education, starting to work etc

# **Named Young Driver Insurance is a smart alternative to adding a named driver because...**



It's often cheaper than adding a named driver



Young driver builds own No Claims Discount



Parent's No Claims Discount unaffected



Insure provisional and full licence holders



Premiums won't increase once they pass their test



It can help the young driver to become safer by reviewing their journeys on the Named Young Driver app



Insurers can use the telematics/app data to differentiate between when the young driver or any other drivers are using the vehicle in the event of a claim



Safe driving can help keep costs down at renewal

# Purpose

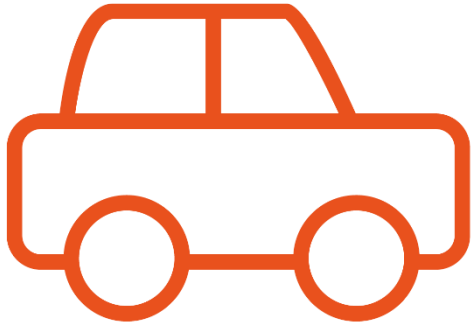
Helping parents get their young drivers on the road with  
Named Young Driver Insurance



**Car insurance for a young driver allowing them to...**

- Share a parent's or grandparent's car
- Maintain and develop safe driving skills
- Have cover before and after they pass their test
- Avoid risk to the owner's No Claims Discount , whilst building their own.
- As this is a Named Young Driver policy, the young driver must not do more than 40% of the mileage in any given month to avoid 'fronting'.

# Why car sharing is popular



- The insurance on a young driver's own car can be prohibitively expensive
- Flexible policies mean that young drivers can work their insurance and driving habits around their lifestyle
- The cost of buying and running a car can be unaffordable, particularly if their circumstances are likely to change



# Benefits of offering a telematics solution on a parent's car

- It's more affordable than traditional insurance
- Offers young drivers the opportunity to get on the road without their own car
- 20% less accidents with telematics compared to non-telematics insurance
- Young drivers who drive at risk will be offered advice to improve over the phone



### Earn up to £100 per policy

You can earn 10% of the premium or £100, whichever is lower, per new policy sold.



### Instant quote

Give a customer a quick quote in less than a minute, and offer instant cover.



### Friendly broker team

Our dedicated support team is on hand to help with any questions.

## Why offer Marmalade Named Young Driver Insurance?

A solution for young drivers to drive the family car before and after they pass their driving test.

- ✓ Grow your young driver business
- ✓ Young driver specialists
- ✓ Easy to use portal to offer quotes
- ✓ Free marketing material

Register



# Journey through Named Young Driver Insurance



**[Marmaladebroker.co.uk](https://marmaladebroker.co.uk)**

# Named Young Driver Insurance broker quick quote

1

**Broker provides customer with an indicative quote in seconds from **multi quote** or **Named Young Driver Insurance Tab****

2

**Broker passes customer over if they are happy with the price**

3

**Marmalade complete a full quote with the customer/ T & C's of the telematics box to secure the sale**

4

**Marmalade's broker team provide updates back to the broker**



Multi quote

Notifications

PRODUCTS

Learner Driver Insurance

Named Young Driver Insurance

New Driver Insurance

Student Driver Insurance

MARKETING

Leaflets

Logos and online adverts

Posters

CONTACT

Get in touch

01733 907 402

# Named Young Driver Insurance

Black box insurance on a family car. You can earn 10% of the premium or £100, whichever is lower, per new policy sold.

## Get a quick quote

What is the car registration?



ENTER REG

Find vehicle

What is the young driver's postcode?

What is the young drivers age?

Please select

What type of licence does the young driver have?

Full UK licence

Provisional licence

- ✓ No risk to the parent's No Claims Bonus
- ✓ For full and provisional licence holders aged 17-27
- ✓ Cover for up to 5,000 miles per year
- ✓ Covers car between £2,000 to £25,000 and up to insurance group 26
- ✓ Cover available in most UK postcodes including Northern Ireland



Welcome to Broker Portal Andy Martin!

01733 907 402  
Open today until 5:30 pm

Logout

Multi quote

Notifications

PRODUCTS

Learner Driver Insurance

Named Young Driver Insurance

New Driver Insurance

Student Driver Insurance

MARKETING

Leaflets

Logos and online adverts

Posters

CONTACT

Get in touch

01733 907 402

Named Young Driver Insurance > Your Quote

## Your quote for comprehensive insurance for

PJ63 LXR 2011-2014, VAUXHALL, CORSA SXI, Manual, 1.4 litre, Petrol, 5 door

Select mileage

3,000 miles

4,000 miles

5,000 miles

10 monthly payments of:

**£66.88**

With a deposit of: £150.63

Total amount payable over the term: £819.41  
(21.6% APR Representative)

Or an annual premium of: £753.13  
(including Insurance Premium Tax)

Get a new quote

Proceed

This is not a formal quote. A full quote will be provided to the customer by a Marmalade advisor if the customer chooses to proceed.

The policy is designed for the customer to be an additional driver of the car, covering Social, Domestic, Pleasure and Commuting, up to 5,000 miles per year. Please note the price quoted is an indicative quote based on the limited information provided and is subject to change upon completion of a full quote.

## Download documents

Please download our PDF's covering key policy information about Named Young Driver Insurance.

Broker insert

Policy document

MARKETING

Leaflets

Logos and online adverts

Posters

CONTACT

Get in touch

01733 907 402

10 monthly payments of:

£66.88

With a deposit of

Total amount payable

(21.6% APR Representative)

Or an annual premium

(including Insurance)

Get a new quote

This is not a formal offer. You must choose to proceed. The policy is designed for people commuting, up to 10 miles. Information provided is for guidance only.

Why choose Narmalade?

No curfew

No risk

Please enter customer's details

Customer email

Would you like to arrange a callback?

YesNo

Customer name

Customer phone number

Day to call

2832019

Preferred time to call

As soon as possibleMorningAfternoon

Send

# **The Named Young Driver black box and mobile app**



**Marmaladebroker.co.uk**



# How telematics works (with Marmalade)

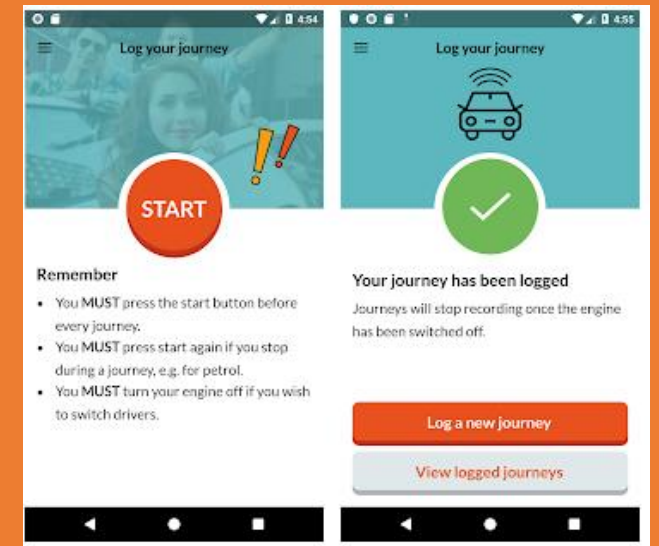
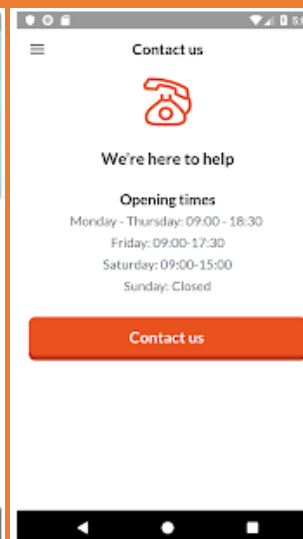
Marmalade's  
telematics  
box records:

- Acceleration
- Braking
- Cornering
- Average Speed

# Named Young Driver app

The app uses GPS to log the starting time and location of a journey once the young driver has clicked start.

The journey itself is recorded by a fitted black box that comes as part of the insurance policy. The app does not record the journey. The location logged on the map is matched to the journey recorded on the black box to match drivers with journeys.



**Marmaladebroker.co.uk**

# Journey overview – Marmalade Portal

## Journeys

Here's a summary of Ulysses's driving in February. Select a day below to view all journeys for that day.

Driver

Ulysses M. (100% Marmalade)

Ulysses M. (100% Marmalade)

February 2019

100 Tuesday 12th February

1 journey 7 miles

View journeys

76 Sunday 10th February

2 journeys 11 miles 1 red journey

View journeys

64 Friday 8th February

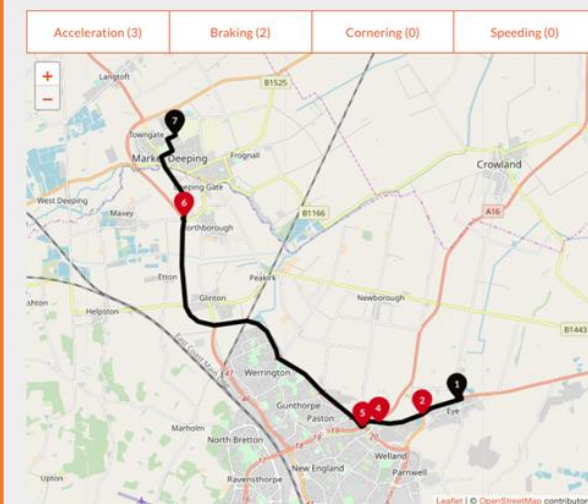
2 journeys 8 miles 1 red journey

View journeys

88 Thursday 7th February

2 journeys 8 miles

View journeys



## Driving score



This is an overall score of how you have driven on this journey, including any harsh events (explained below).

Acceleration	3
Braking	2
Speeding	0
Cornering	0

## Logged events (7)

Pin	Location	Time	Event	
1	Eye Green Industries	11:13	Journey Start	Streetview
2	Eye Road (A1139)	11:17	Acceleration	Streetview
3	Welland Road	11:18	Braking	Streetview
4	Welland Road	11:18	Acceleration	Streetview
5	Paston Parkway (A15)	11:19	Acceleration	Streetview
6	Lincoln Road (B1524)	11:27	Braking	Streetview
7	Jubilee Drive	11:32	Journey Finish	Streetview

# Benefits of the black box

Using satellites alongside the black box's inbuilt GPS and accelerometer, the telematics device is able to monitor how the vehicle is being driven and log any incidents in order to create a risk profile for the driver.

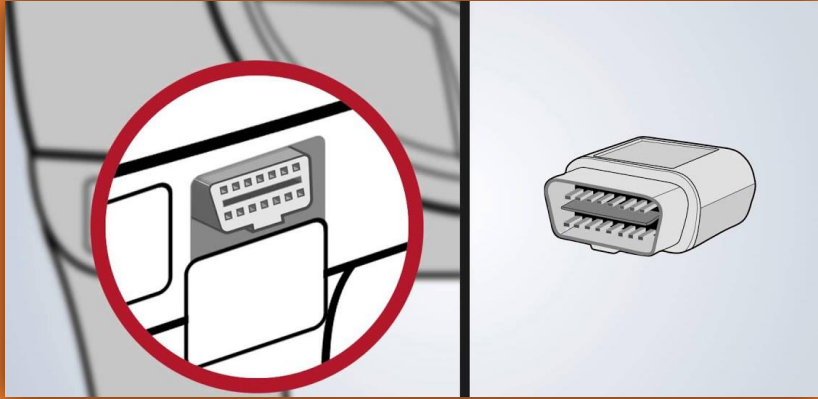
This device can also provide data on the date and time, location of the vehicle.

## Additional benefits of the black box...

- Encourages safe driving
- Help reduce renewal premiums for good driving
- No curfews or night time driving restrictions
- Locate the car if they have forgotten where they have parked or if the car was stolen



# Plug-in Black box



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# Reviewing customer journeys and preventing accidents



[Marmaladebroker.co.uk](https://marmaladebroker.co.uk)

# Journey rating process

**- each journey is  
rated out of 100**



Green Journey – Anything over 75%



Amber Journey – Between 55 – 75%



Red Journey – Anything under 55%

# red journey process



A journey with a score less than 55% will incur red journey status, meaning that the driver has displayed a dangerous or undesirable driving style



The young driver will receive an email and a text advising on the journey



A member of the Named Young Driver team will try to call to go over the journey with the customer



The young driver will be advised on how they could improve their driving style and the next steps if they are to incur further red journeys



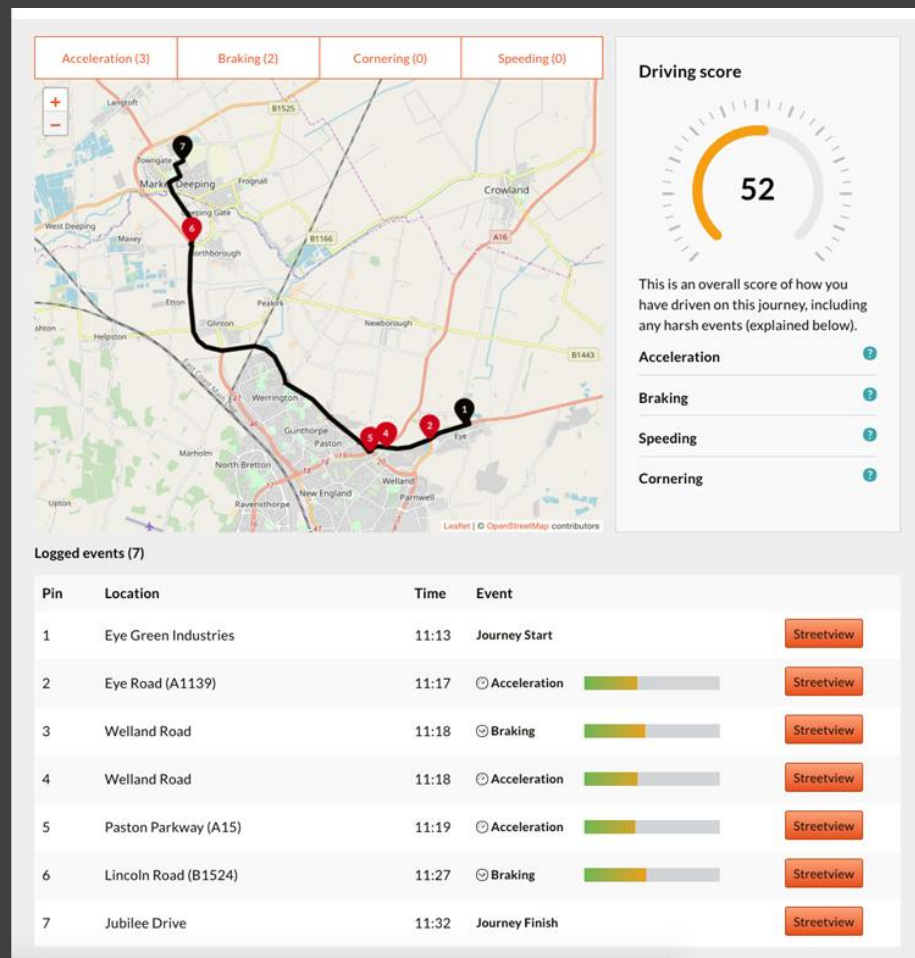
# red journey process

Anything with a risk score below 55%

**Written caution via SMS/email → 24 hour review →**

**Subsequent red journeys will result in the below action being taken**

Red Zone	Time period	Consequence of a red journey during this stage
Stage 1	30 days	Move to stage 2
Stage 2	30 days	Move to stage 3
Stage 3	30 days	Policy cancellation



# red journey

# **accidents in the first 6 months of passing their test**

**1 in 5**

**Vs**

**1 in 18**

**3 times safer with Marmalade telematics**

# What do BIBA brokers say?

“Having Marmalade products available provides us with an additional choice with a range of products to enable us to quote for risks that previously we may not have been able to. The system is very easy to use, with the quick quote system allowing us to get quotes quickly and effectively.”

**Nicolle Bradbury, Insurance consultant, Policywise**

“Our dealings with Marmalade have been nothing but refreshing. So quick to react when something needs tweaking or if on the rare occasion we have a problem. Their systems are modern, slick and efficient, and considering the volumes, any client issues/concerns are extremely low.”

**Michael Foord, Branch Manager at A-Plan**

“The Marmalade products are fantastic as we can now cater for all young/new driver enquiries. Before Marmalade we were constantly turning enquiries away as we could not place the business anywhere. The system is a user friendly, which gives step by step instructions on how to quote or simply share your links with potential clients.”

**Stacy Shillito, Broker Manager, Carbon Insurance Brokers**

**Marmaladebroker.co.uk**

# Summary – we think you should now understand



The barriers to driving that young people face and how we can help



How Named Young Driver Insurance can save money and benefit young drivers

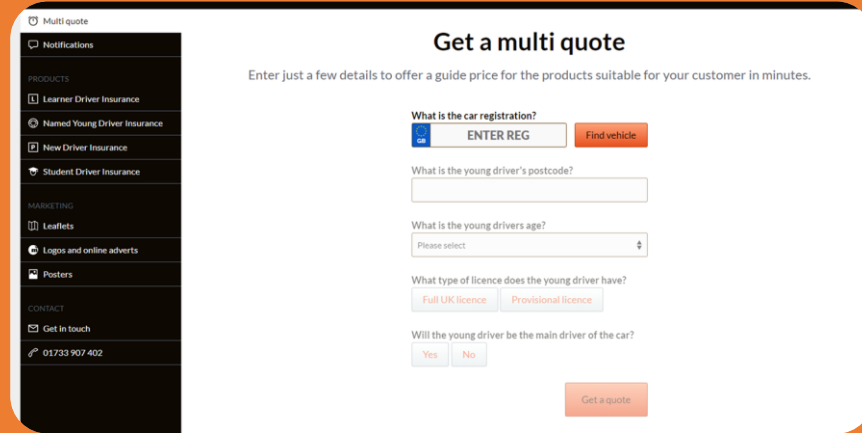


How telematics work alongside the Marmalade Named Young Driver app



The Named Young Driver Journey

# Broker Dashboard



The screenshot shows a web interface for getting a multi quote. On the left is a dark sidebar with a 'Multi quote' header and a list of categories: Notifications, PRODUCTS (Learner Driver Insurance, Named Young Driver Insurance, New Driver Insurance, Student Driver Insurance), MARKETING (Leaflets, Logos and online adverts, Posters), and CONTACT (Get in touch, 01733 907 402). The main content area is titled 'Get a multi quote' and includes the instruction 'Enter just a few details to offer a guide price for the products suitable for your customer in minutes.' The form contains the following fields and buttons:

- 'What is the car registration?' with a blue 'Go' button, a text input field containing 'ENTER REG', and an orange 'Find vehicle' button.
- 'What is the young driver's postcode?' with a text input field.
- 'What is the young drivers age?' with a dropdown menu showing 'Please select'.
- 'What type of licence does the young driver have?' with two buttons: 'Full UK licence' and 'Provisional licence'.
- 'Will the young driver be the main driver of the car?' with 'Yes' and 'No' buttons.
- A large orange 'Get a quote' button at the bottom right.

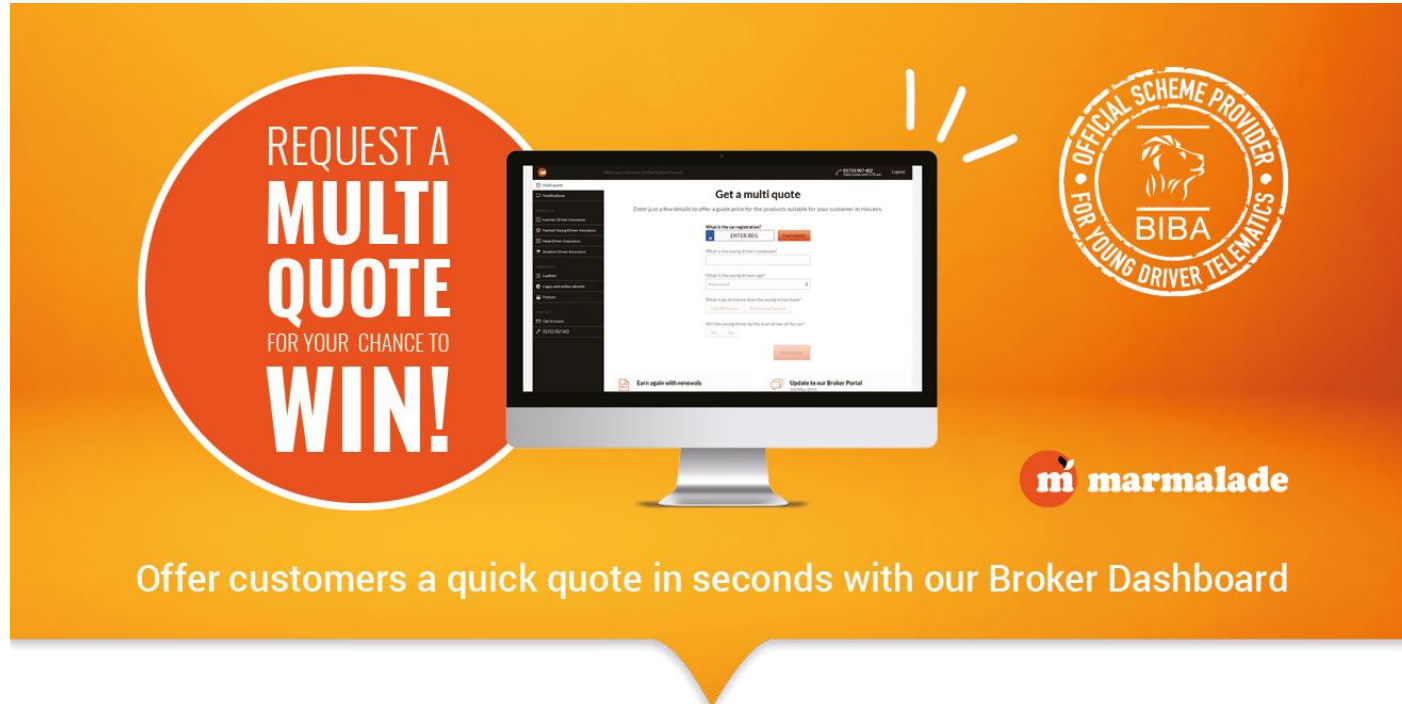
Whether the young driver is insuring their own car or sharing a parent's or grandparent's car, we've got the tools in place to help you offer them cover. Not only does our 'easy to navigate' web portal contain all of the information you need to be able to place your young driver business, you can also download free marketing materials and promptly gather quotes



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# Exclusive competition for BIBA members!



The advertisement features a bright orange background. On the left, a large red circle contains the text "REQUEST A MULTI QUOTE FOR YOUR CHANCE TO WIN!". In the center, a computer monitor displays the "Get a multi quote" interface of the Marmalade Broker Dashboard, which includes a sidebar with navigation links and a main form area with fields for "What is the car registration?", "What is the policy start date?", "What is the policy end date?", "What type of license does the policy holder hold?", and "What is the policy for the use of the car?". To the right of the monitor is the BIBA logo, a circular emblem with a horse head and the text "OFFICIAL SCHEME PROVIDER", "BIBA", and "FOR YOUNG DRIVER TELEMATICS". Below the monitor is the Marmalade logo, consisting of a red circle with a white 'm' and the word "marmalade". At the bottom of the graphic, the text "Offer customers a quick quote in seconds with our Broker Dashboard" is displayed.

REQUEST A  
**MULTI  
QUOTE**  
FOR YOUR CHANCE TO  
**WIN!**

Get a multi quote

Offer customers a quick quote in seconds with our Broker Dashboard

- ✓ You will gain one entry per quote between **1st March and 10th May** when using the Marmalade Broker Dashboard!
- ✓ No upper limit on the amount of times you can enter- the more you quote the better chance you have to
- ✓ WIN one of **three amazing prizes\* worth £500, £300 and £200** respectively!
- ✓ **The lucky winners will then be drawn at BIBA 2019.**

\* Read [terms and conditions here](#).





# thanks!

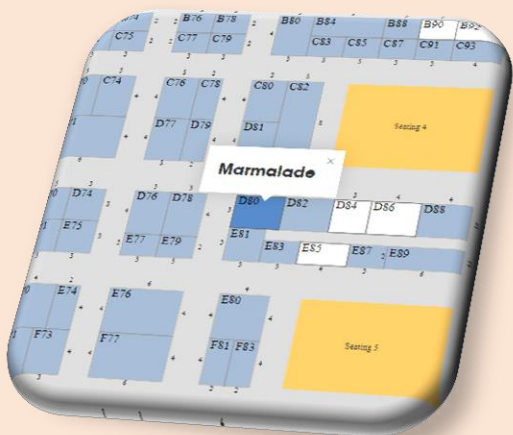
**BIBA 2019**

Stand D80

Register at: [marmaladebroker.co.uk](http://marmaladebroker.co.uk)

Remember to select 'BIBA Scheme Member'!

Broker Support Team: 01733 907402



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