

REDTAIL  
TELEMATICS®



REDTAIL  
DATAPOINTS

Spring  
2022

## Redtail partner with Ford

"Redtail Telematics' partnership with Ford in the UK helps insurance providers use connected vehicle data – without the need for plug-in devices – to inform their usage-based insurance programs, improve their underwriting process, and pass along driver behaviour discounts to those Ford vehicle owners who qualify."

Dr. Colin Smithers, CEO & Founder, Redtail Telematics



"Ford is excited to further extend its usage-based insurance offering in partnership with Redtail Telematics, which will allow our customers across the UK to benefit from even greater value for money insurance policies."

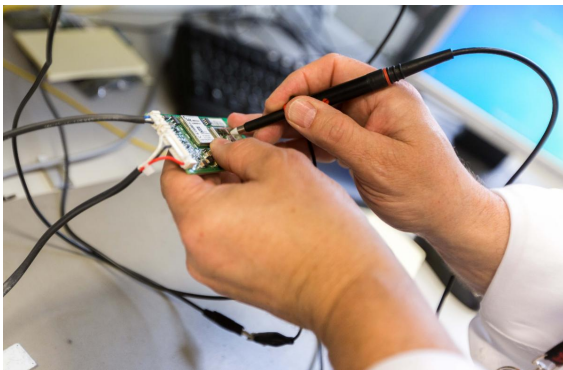
Mark Harvey, Director, Enterprise Connectivity, Ford of Europe

You can read the full "[Ford and Redtail partnership](#)" article on the [Redtail website](#).





## Procurement, problem-solving and partnership



"It is a game of 3D solitaire!" says Terry, Supply Chain Manager for Redtail Telematics;

"and entirely unpredictable. I can receive an email with a particular shortage very first thing, which will set off a chain of detective work to find that particular part which is usually sorted out, but sometimes not always with a satisfactory outcome."

The Redtail team has a design and manufacturing relationship with Clarion Malaysia going back 25 years. (Please see my previous blog on what Partner means to us).

The honesty and transparency fundamental to that relationship has enabled us to move the pieces around (3D solitaire remember?) as we have found fixes for a particular component supply.

You can read the full "[Procurement, problem-solving and partnership](#)" article on the Redtail blog on the [Redtail website](#).



## Potholes management with Redtail and Synaptiv

Research by Kwik Fit in 2020 revealed that the cost to UK drivers from pothole damage was £1.3 billion!

In that same year, one UK local authority was forced to pay out £1.2 million to drivers for damage to their vehicles caused by potholes.

## Real-time road analysis using telematics reduces the need for specialist equipment

Real-time data collection and analysis means the Synaptiv solution can monitor defects as they appear. This results in roads being repaired quicker, before they pose a risk to drivers, or they deteriorate and become costly to repair.

The analytics employed also makes predictions on the rate at which a defect may deteriorate, helping councils prioritise repair schedules.



**Matt Lewis, CEO, Synaptiv commented:** "Working with Redtail has allowed us to accelerate the development of our artificial intelligence algorithms capable of transforming data from connected vehicles into an accurate assessment of road health.

"It is exciting to see our innovation help local authorities start delivering on the promise of the smart city, with data-driven insights dramatically improving public services and enhancing the quality of life for citizens."

Read the full [Potholes management](#) article on the [Redtail website](#).



REDTAIL  
OTHER NEWS

**New car insurance regulations - January  
2022**

New car and home insurance regulations went live in January to prevent "price walking".





This is where insurers increase renewal premiums for existing customers while offering new customers the best deals.

Essentially, loyal customers are penalised for being loyal instead of shopping around.

Sheldon Mills, Executive Director, Consumers and Competition at the FCA commented on the new rules:

"These measures will put an end to the very high prices paid by many loyal customers. Consumers can still benefit from shopping around or negotiating with their current provider – but won't be charged more at renewal just for being an existing customer.

"We are making the insurance market work better for millions of people. We will be watching closely to see how the market develops in the future and to ensure firms continue to deliver fairer value to consumers."

Read the full [New car insurance regulations](#) article on the [Redtail website](#).



Keep an eye on our [Events](#) page on the [Redtail website](#) for the latest information on which shows (virtual and face to face) that we will be attending this year.

### **Future of Insurance**

Chicago, IL, US (Jun 14 - Jun 15  
2022)

Insurance has strived to accelerate transformation efforts, but the time for aspirational roadmaps is gone. We must deliver now.



REUTERS®  
EVENTS™



## **Motor & Mobility Conference**

Weybridge, Surrey, UK (15 Jun 2022)

Motor & Mobility Conference looks to bring things right up to date by framing sustainability, cost of repairs; autonomous vehicles; and the adoption of telemetry issues in the wider context of mobility.

---

Newsletter is written and produced by Redtail Telematics Ltd. (UK) and Redtail Telematics Corp (US) for customers, prospects and interested parties.

Plextek Building  
London Road, Great Chesterford  
Essex, CB10 1NY UK  
Tel: +44 (0) 1799 588588

1420 Kettner Blvd, Suite 100  
San Diego, CA 92101  
Tel: +1 (866) 711-4880

[www.redtailtelematics.com](http://www.redtailtelematics.com)  
[sales@redtailtelematics.com](mailto:sales@redtailtelematics.com)

