



2025

# 100 SAFEST DAYS



## Exclusive challenges and prizes

### 100K Prize Vault

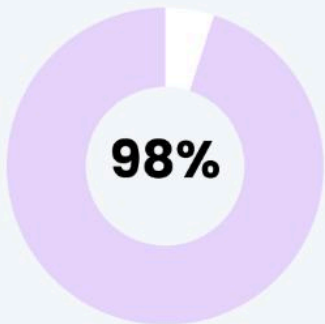
Every safe trip our driving community completes is an entry to win big—with a chance to unlock \$100K in the 100 Safest Days Prize Vault!

### 7-Day Safe Streak

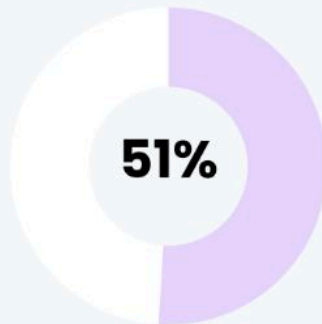
In this safe driving streak contest, everyone has a shot at winning a gift card of their choice! A completed streak week is equal to an entry—and every additional week means even more chances to win!

## Last Year's Campaign Outcomes

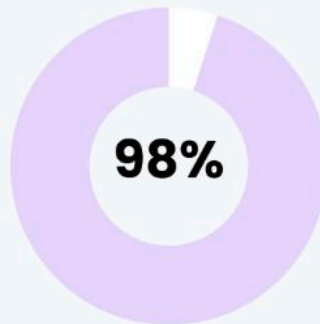
During the summer of last year, from May to September 2025. Our community of active young drivers aged 14 to 20, recorded impressive safe driving behavior.



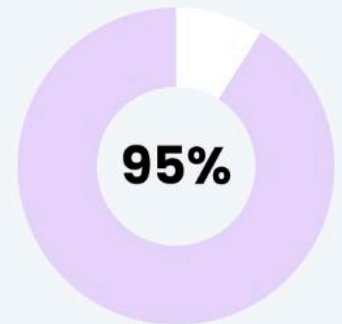
of our young drivers maintained an overall score of 67+, reflecting smoother control, less aggressive driving, and better road safety.



of our young drivers maintained a focus score of 67+, indicating focused, alert driving and reduced distractions.



of young drivers maintained a handling score of 67+, reflecting smoother control, less aggressive driving, and better road safety.



of our young drivers maintained a speed score of 67+, reflecting safer speeds and fewer speed-related collisions.

**64%**

of young drivers aged 14-20 significantly reduced their risky driving events

**205K+**

total digital pins collected—these represent the reward zones safely passed by our drivers