

**FOR IMMEDIATE RELEASE**

**December 17, 2013**

**MAPFRE | COMMERCE INSURANCE INTRODUCES TELEMATICS PROGRAM  
TO IMPROVE NEW DRIVER SAFETY**

***DriveAdvisor<sup>SM</sup> Program Launched in Massachusetts***

WEBSTER, MA - As part of its ongoing commitment to improve new driver safety, MAPFRE | Commerce Insurance today announced the launch in Massachusetts of its DriveAdvisor<sup>SM</sup> Program. The new program will allow eligible Massachusetts drivers to receive comprehensive information on driving patterns and overall driving behavior through telematics technology.

Participants in the program, which is offered at no cost, will receive a device that, once installed in a person's car, will store and transmit data on how the vehicle is operated, including such information as acceleration, braking, vehicle speed, and number of miles driven. Participants will have the ability to monitor their performance and progress right away through a confidential and personalized website. The DriveAdvisor<sup>SM</sup> Program also provides feedback on how to improve safe driving.

Drivers with less than three years of driving experience are eligible to participate in the program. DriveAdvisor<sup>SM</sup> is also being made available to more experienced drivers with a driving history that may need improvement, subject to eligibility requirements.

Participants, including parents and guardians of new drivers, will be able to access the secure DriveAdvisor<sup>SM</sup> website at any time to review information such as acceleration, braking, vehicle speed and number of miles driven, as well as trip maps that display where and when any high risk driving events occurred. There is also the option to view the driver's daily, weekly, monthly and overall "safety score" to help track progress and provide parents an understanding of safety levels.

"MAPFRE | Commerce Insurance is proud to offer telematics technology to our Massachusetts drivers. We believe this is a great tool for parents to monitor and help inexperienced drivers," said Jaime Tamayo, President and CEO of MAPFRE | Commerce Insurance.

**MAPFRE | Commerce Insurance**

MAPFRE | Commerce Insurance is the largest auto and homeowners insurer in Massachusetts. The Company has more than 1900 employees and over 800 independent agents in Massachusetts. It is part of the MAPFRE Group, an international insurer with business in 46 countries on five continents. The MAPFRE Group, comprised of MAPFRE S.A. and its subsidiaries, is the leading insurer in Spain. It is also the leading insurer in the non-life market in Latin America and the sixth largest non-life insurer in Europe. The MAPFRE Group has 35,000 employees and over 23 million customers worldwide. In 2012, the MAPFRE Group had net profits of \$877 million with revenue of over \$33 billion.

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