

**FOR IMMEDIATE RELEASE**



**Prevention pays off: automatic emergency braking = 15% auto insurance discount**

*In another industry first, Aviva Canada rewards drivers of vehicles with enhanced safety features*  
(Live journalist demo of AEB available today in Scarborough, ON)

**November 28, 2016 (Toronto, ON)** – It’s another insurance industry first as Aviva Canada today announces a 15% auto insurance discount for drivers of vehicles that have Automatic Emergency Braking (AEB). The discount will be available to all Aviva-insured drivers and will be applied to their policy automatically upon purchase or renewal.

AEB is a road vehicle safety system that uses sensors to detect possible front-end collisions. The system automatically applies the brakes to prevent, or lessen the damage of, such impacts.

“Automatic emergency braking is quickly becoming a key feature in preventing collisions and reducing their severity. This means less repair costs and more importantly, fewer injuries,” said Jason Storah, Executive Vice President of Broker Distribution for Aviva Canada. “It’s simple – our customers who choose vehicles with features that help prevent collisions, or reduce their impact, will pay less for their insurance coverage.”

In March of 2016, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and the Insurance Institute for Highway Safety announced a historic commitment of 20 automakers, representing more than 99% of the U.S. auto market, to make automatic emergency braking a standard feature on virtually all new cars no later than NHTSA's 2022 reporting year, which begins September 1, 2022.

Major manufacturers like Toyota are stepping up to the plate even sooner. In October, the company became the first non-luxury brand to start making these systems standard equipment on most of their models. Toyota’s complete package of enhanced safety features, called “Toyota Safety Sense”, includes several active safety technologies designed to enhance driver capabilities and control in a variety of situations. Specifically, these technologies help mitigate collisions, help drivers stay in their lanes, and help improve nighttime safety.

“We applaud Aviva Canada for being the first Canadian auto insurer to reward drivers for adopting advanced safety features like AEB,” said Stephen Beatty, Vice President, Toyota Canada Inc. “We feel that everybody deserves to benefit from advanced safety technologies and have already started including them on most models.”

The AEB discount will not apply to coverage for damages incurred while not driving such as theft, vandalism - and in general, the possibility of damages not reduced by an emergency braking system.

For consumers or Aviva Canada customers interested in learning more about the AEB discount **and when it will be available to them**, please visit [Aviva Canada](http://Aviva Canada) or contact your insurance broker.

**\*\*For journalists only: For demonstrations of Toyota’s AEB feature, please contact us as we have a vehicle, along with Aviva Canada and Toyota spokespeople, available in Scarborough from 1:00-2:00 pm today.\*\***

**About Aviva Canada**

Aviva Canada is one of the leading property and casualty insurance groups in the country, providing home, automobile, leisure/lifestyle and business insurance to more than three million customers. A wholly-owned

subsidiary of UK-based Aviva plc, the company has more than 4,000 employees focused on creating a bright and sustainable future for our customers and our communities.

Aviva Canada invests in positive change through the Aviva Community Fund, Canada's longest running online community funding competition. Since its inception in 2009, the Aviva Community Fund has awarded \$6.5 million to over 222 charities and community groups nationwide. Aviva Canada, bringing over 300 years of good thinking and insurance solutions to Canadians from coast to coast.

For more information visit [avivacanada.com](http://avivacanada.com), our [blog](#) or our [Twitter](#), [Facebook](#) and [LinkedIn](#) pages.

-30-

**Media Contacts:**

**Glenn Cooper**

Senior Manager of Public Relations, Aviva Canada

Mobile: 416-523-3225

[Glenn\\_cooper@avivacanada.com](mailto:Glenn_cooper@avivacanada.com)

**Michael Bouliane**

Manager, Corporate Communications

Toyota Canada Inc.

Mobile: 416-459-9469

[michael\\_bouliane@toyota.ca](mailto:michael_bouliane@toyota.ca)