

PRESS RELEASE

THE AA ACCELERATES TOWARDS LAUNCH OF ITS INNOVATIVE NEW TECH DEVICE, CAR GENIE***Customer trial shows Car Genie can predict a third of breakdowns before they happen***

As 'connected car' technology continues to upgrade the driving experience in new cars, the AA today emerges from a year-long trial in preparation for the launch of its own ground-breaking innovation, Car Genie, that promises to level the playing field for all vehicles by enabling them with advanced technology that will pre-empt up to a third of breakdowns before they happen.

Car Genie, a self-install device, helps drivers to understand what is going on under the car bonnet by plugging into the on-board diagnostics (OBDII) port and reading the vehicle's EOBD system in real-time. It then transmits information to a corresponding mobile app and generates a push notification, which the driver can pick up before or after a journey. An error code is given along with a simple explanation, supplying the driver with the knowledge to seek help.

Car Genie is the latest innovation from the AA which aims to go further than ever before to help breakdown customers. It is the first step towards a new future where it can predict, prevent and protect Members from breaking down, and will be exclusively available to Members of the AA from 1st May, 2017.

Thanks to a robust trial with 10,000¹ drivers, the AA now has a wealth of data that shows it will be able to prevent a proportion of breakdowns² by helping drivers to identify faults early, such as degrading battery condition that would lead to starting problems; and the overall health of the car.

During the trial, the top three faults recorded in users' cars were with the ignition coil, exhaust gas recirculation (EGR) valve and mass air flow (MAF) sensor. This means even without calling the AA, drivers can inform a garage of the exact issue so a mechanic can diagnose and remedy the fault faster, potentially saving them money, and avoiding the inconvenience and potential hazards of a roadside breakdown. In addition to sending push notifications with links to advice, if a significant or ongoing fault is detected, the AA will call the Member to offer support and can arrange to fix the problem.

With a direct connection to the AA, the technology is also uniquely able to detect a significant crash by registering changes in speed vs g-force, which triggers a call from the breakdown service to the customer so support and advice can be given within a few minutes to help them deal with the situation and continue their journey.

The results of the extensive trial are being released as the AA prepares to make Car Genie available for Members to buy online. The trial found:

- Half of users better understand the issues with their car (49%)
- Two thirds of users gain a better understanding of how to drive their car economically (66%)
- A third of users claim it saves them money on fuel (33%)
- Half of users agree Car Genie helps them be a safer driver (47%)

Gareth Adams, Connected Car Manager at the AA, says; “As the UK’s leading breakdown service, we are always looking for ways to help drivers on the road and part of that is through our innovative technology. Car Genie will revolutionise the breakdown service experience as we know it. We will monitor the health status of our Members’ cars, help them understand their driving style, and at the touch of a button our experts will be there to support if there’s a problem.

“Our trial has shown the effectiveness of the technology and during that time, we even helped a stolen car victim using the car location feature, so we know anything can happen and we’re there to help when it does.”

In addition to the core functions, the trial also tested the hardware’s ability to detect car location using GPS and assess driving style with its eco score functionality; assessing speed, cornering, braking, acceleration and use of revs, which almost half (45%) of people identified as the most popular feature in the trial. Based on the user’s driver score, the app offers fuel efficiency tips, as well as interactive maps and even trip logging, which can be beneficial for mileage claims.

Drivers can pre-register to be the first to get updates and buy the product at <http://www.theaa.com/breakdown-cover/connected-car>. Car Genie will cost £29 for a yearly subscription and will be available to order online from the AA shop from 1st May, 2017.

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For more information, please contact Rosie Johnstone on 0207 553 7300 or email TheAA@splendidcomms.com.

Alternatively contact the AA press office on press.office@theaa.com and 01256 49 59 69 or 07917 599 793

NOTES TO THE EDITOR

Research conducted by the AA in March 2017.

¹ The 10,000 comprised 50% randomly selected AA members and AA staff; 25% AA Insurance customers and 25% customers with a record of frequent calls to the AA for roadside assistance

² During the trial period, Car Genie successfully detected 38% of potential breakdowns before they happened

ABOUT THE AA

The AA is the UK's leading breakdown service, with over 3.5m personal Members. Its highly skilled mobile mechanics rescue over 10,000 people a day after a breakdown. It also provides insurance, boiler breakdown cover, financial services such as loans and credit cards, and is the largest independent travel publisher in the UK.