



**PRESS RELEASE**  
**#SeguroVMP**

## **Línea Directa launches its Personal Mobility Insurance under its brand**

- **As part of the company's global strategy to become a large multi-product insurance group, the company is launching Safe&Go under its brand, which is now called "Línea Directa Personal Mobility Insurance".**
- **The insurance, aimed specifically at users of Personal Mobility Vehicles, will continue to offer unique coverage at an unbeatable price: less than €39 a year.**
- **Línea Directa Personal Mobility Insurance can also be used on a payment per trip basis, becoming the first "On/Off insurance" on the market, since it can be activated and deactivated and operations can be managed on a *smartphone* without making calls, without schedules and without intermediaries.**
- **The Línea Directa Mobility Insurance, "Safe & Go", covers damages caused to third parties and will also cover any physical damages suffered by users themselves and even the costs for legally defending a claim.**
- **In the event of being in an accident when driving a PMV, the Línea Directa customer can geolocate the scene of the accident through their App, which makes it easier to get them help and reduce the response time of the emergency services. In addition, customers can submit reports and send photos, text and documents related to the incident and benefit from immediate compensation, without waiting.**

**Madrid, 11 March 2024.** In 2021, [Línea Directa](#) managed to shake up the insurance market once again by launching **Safe&Go**, a 100% digital insurance product for **Personal Mobility Vehicles** that insured the person and not the vehicle. Three years later, as part of its global strategy to become a large multi-product insurance group, the company is launching the product under its own brand, which is now called "**Línea Directa Personal Mobility Insurance**".

The insurance, aimed specifically at Personal Mobility Vehicles, including users of **scooters, bicycles, skates, segways, unicycles and hoverboards**, will continue to offer unique coverage at a very competitive price: **less than €39 a year**. It can also be used on a **payment per trip basis**, adapting to the needs of each customer.

In fact, the Línea Directa product is the first "**On/Off insurance**" on the market, since it can be activated and deactivated and operations can be managed **with the *smartphone* app, without making calls**, without schedules and without intermediaries. The user **can also check their routes and manage their policies** digitally 24 hours a

day, **without having to make any phone calls**. This includes taking out insurance, reporting an accident or claim and consulting payments, among other options.

### **Unique coverage in the insurance industry**

Línea Directa Mobility insurance includes unique coverage in its category, since it **not only covers damage to third parties**, but also **physical injuries suffered by users themselves and even legal defence**, which covers the expenses involved in litigation or an out-of-court claim.

In addition, in the event of an accident, the insurance App **geolocates the scene of the accident**, which may reduce the response times of the emergency services and allow them to provide help more quickly. It can also be used to allow customers to **open a report and send texts, photos and documents related to the incident** in real time. Compensation for the customer, once accepted, is paid immediately to their current account, which avoids waiting and long claims.

### **About Línea Directa Aseguradora**

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, homes and health. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking.

For **more information**: <https://lineadirectaaseguradora.com>

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