



# **LÍNEA DIRECTA LAUNCHES CONDUCTOP, AN APP THAT REWARDS CUSTOMERS FOR SAFE DRIVING**

- **The ConducTOP App was created as an innovative program for Línea Directa Aseguradora customers: it automatically analyses each driver's journey taking into account smoothness of turns and braking, proper acceleration and speed, and concentration behind the wheel.**
- **Each high-scoring journey earns rewards that can be redeemed for car wash vouchers at Cepsa petrol stations or 5-euro vouchers to be used at Cepsa petrol stations or stores.**
- **The app is aimed at existing and new customers. The driver can start taking advantage of the benefits as soon as they accept the program and download the app from [Apple Store](#) or [Google Play](#).**
- **With this program, Línea Directa Aseguradora continues to deliver innovative motor insurance solutions and discounts for its customers to reward safe driving behaviour.**

**Madrid, 8 July 2021.-** [Línea Directa Aseguradora](#) launches ConducTOP, an innovative app that rewards customers for good driving. This app is aimed at both existing and new customers.

ConducTOP scores each journey taking into account smoothness of turns and braking, proper acceleration and speed, and concentration behind the wheel. Depending on the user's driving score for each journey (which starts at 85 points), the customer will earn discounts that can currently be exchanged for **car wash vouchers at Cepsa petrol stations or 5-euro vouchers to be used at Cepsa petrol stations or stores.**

This new app launched by Línea Directa Aseguradora **is available from [Apple Store and Google Play](#)** and works automatically. The customer can start taking advantage of the benefits as soon as they accept the program and download the app, as long as they provide their location. Unlike similar apps, it gives you your score without you having to record each journey or log in .

This automated feature is one of the advantages of ConducTOP. Another feature is that there are no penalties for poor scores, there is no minimum



number of journeys or kilometres per year and it is not subject to policy renewal, in other words, **the customer can benefit from the rewards straightaway and within the same year in which they sign up for the program**, even if they are not going to renew the policy the following year.

In the ConducTOP App, the customer can view a summary of all their journeys and the details of each one by clicking on it: start and end time, kilometres travelled, driving events (braking, sharp turns, acceleration, speed, etc.) You can also view all the discounts that you have earned and that you can redeem.

**Mar Garre, Head of People, Communication and Sustainability at Línea Directa Aseguradora** says, "Through ConducTOP we aim to continue to deliver innovation to our customers with an app that encourages the driver to adopt responsible driving habits by offering them rewards".

You can watch [a video about the app](#) on the Línea Directa Aseguradora Youtube channel.

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### **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, and homes. Línea Directa Aseguradora is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. It also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

For more information, contact:

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