

THE BEST MOBILE APP OF THE YEAR 2015 IN LUXEMBOURG RETURNS, EVEN BETTER.

PRESS RELEASE
16TH JUNE 2016

BERTRANGE, LUXEMBOURG
FOR IMMEDIATE RELEASE

GAME OF ROADS

EXPERIENCE



THE APP THAT WILL HELP YOU
BECOME A BETTER DRIVER

 **Baloise**
Assurances

#ALL DRIVERS



Elected Best Mobile App of the Year 2015
at the Luxembourg Marketers Awards



Accredited with the first prize
of Mind & Market 2015



#ALL SAFE

We want to go further! Laurent Heiles, Member of the Management Board, explains: *“Game of Roads EXPERIENCE is the sequel of our first mobile app launched last year and is as well THE BEST way to improve one’s driving style while having fun. Moreover, it is a good way of fulfilling our brand promise ‘Making you safer’. We have the chance to make users safer, a subject we care about deeply and which is further strengthened by our partnership with the Police Grand-Ducale Luxembourg.*

But more than an application, it is another step towards the digitalisation of our insurance business. In order to get there, we have continued our partnership with the innovative start-up Motion-S. Let us now evolve our business by making a step towards a whole new type of insurance and by responding to the needs of tomorrow’s customers.”

#GAME OF ROADS EXPERIENCE

In 2016, the mobile app returns, better, under its new name Game of Roads EXPERIENCE and many new challenges:



#ALL PLAYERS

Rookie, Pro, Quiz, Missions... Improve your driving style with Game of Roads EXPERIENCE and win great prizes every week.

#ALL BETTER

In order to become #better drivers, you have to drive and brake smoothly, accelerate reasonably and respect the speed limits. Perfect your driving style by using Game of Roads EXPERIENCE every day and become an exemplary driver.

#ALL FOLLOWERS

Follow all the news of Game of Roads EXPERIENCE and Bâloise Assurances on the blog (gameofroads.lu/blog) and on social media.



DO NOT MISS THE RETURN OF THE MOBILE APP
THAT REVOLUTIONISED LUXEMBOURG!