

[Date]

[Policyholder Name]

[Address]

[City, State, Zip Code]

Subject: Welcome to the [Program Name] Telematics Program

Dear [Driver Name],

Congratulations on becoming a new driver! We are excited to welcome you to our Telematics program, designed to help you build safe driving habits while saving money on your insurance premium.

Your Policy Details:

- Policy Number: [Policy Number]
- Vehicle: [Year, Make, Model]
- Enrollment Date: [Date]

How to Get Started:

1. Download the [App Name] from the Apple App Store or Google Play Store.
2. Log in using your registration code: **[Activation Code]**.
3. Enable location services and motion sensors on your smartphone.
4. Keep your phone with you whenever you are driving.

Benefits of the Program:

- **Premium Discounts:** Earn a discount for safe driving behaviors like smooth braking and following speed limits.
- **Driving Feedback:** View your trips in the app to see tips on how to improve your safety score.
- **Roadside Assistance:** Access emergency help directly through the app interface.

Please ensure the app is installed and active within [Number] days to maintain your introductory discount. If you have any questions, please contact our support team at [Phone Number] or visit [Website].

Drive safely,

[Agent/Company Name]

[Contact Information]