

Root, Inc. has introduced RootReady, a service that allows drivers of connected cars, specifically those with 2015 or newer General Motors vehicles, to obtain immediate insurance quotes based on their driving behavior without needing to take a test drive. This innovation utilizes data from the vehicle's sensors, in partnership with the Verisk Data Exchange, to assess driving habits, such as braking smoothness, with the driver's consent. Over 85% of eligible drivers have opted for this immediate quoting option. Root emphasizes that driving behavior, rather than demographics, is the primary factor in determining insurance rates, enabling them to insure only safe drivers. The company aims to make personalized insurance rates accessible to all connected, safe drivers across various vehicle brands. Root Insurance operates entirely through mobile technology, offering auto insurance in multiple states and renters insurance in select locations.