Root Insurance has expanded its services to Minnesota, now providing personalized, driver-based auto insurance to over 4 million registered drivers in the state. This expansion allows Root to serve drivers in 35 states, covering more than 77% of the U.S. population. Root's insurance model is centered on driving behaviors rather than demographics, utilizing advanced mobile technology and data science to create a fair and affordable insurance experience. The Root app measures safe driving habits, such as focused driving and smooth braking, allowing safe drivers to potentially save on their premiums. Minnesotans can sign up for insurance through the Root mobile app or website in under a minute and complete a test drive over a few weeks to assess their driving habits. Root partners with tech-forward companies and independent insurance agents to provide multiple access points for its services. Founded in 2015 and headquartered in Columbus, Ohio, Root aims to revolutionize insurance through technology, with over 14 million app downloads and extensive driving data collected. The auto insurance in Minnesota is underwritten by Root Property & Casualty Insurance Company.