



...to earn rewards with ERIE's YourTurn® Program.

The YourTurn Program helps improve driver safety
– one trip at a time.

Every year, distracted driving causes thousands of deaths in the U.S.¹ And our roads are full of distractions that lead to unsafe driving behaviors, especially for young drivers. At Erie Insurance, we're looking out for young drivers, but we also want to help make *everyone* safer on the road. One way we're doing that is by offering our Customers the YourTurn Program free of charge.

By measuring certain criteria like speeding, braking and phone usage, the YourTurn Program helps to make drivers of all ages more aware of their driving behaviors and identifies areas for improvement.

Within the first 30 days of the program, users see an average reduction of these distractions:²

35%
decrease in phone
distractions

20%
reduction in
hard braking

20%
reduction in at-risk
speeding

And if being a safer driver isn't important enough—**participants also can earn rewards** of up to \$5 in gift cards every two weeks³ for driving safely.⁴

Rewards are redeemable for gift cards that can be used on everyday purchases like a favorite latte from Starbucks® or drivers can save up their gift cards to make a purchase (there are over 25 gift cards to choose from). There's also an option to donate rewards to charity.

How do I sign up?

Contact your Agent today to learn more or to sign up for the YourTurn Rewards Program.

Once enrolled, you'll receive an activation text on your mobile phone.⁵ Simply click the link and the YourTurn® App will guide you through installation and setup.

Then you'll be on your way to earning great rewards for safe driving.

It's easy! Contact your Agent to sign up today—and start logging miles the next time you get behind the wheel.

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Erie Insurance®

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YourTurn Program is not available in all states. ¹According to the National Highway Traffic Safety Administration (NHTSA), distracted driving was reported as the reason for 3,166 deaths in 2017. <https://www.nhtsa.gov/risky-driving/distracted-driving>. ²Driving improvement statistics provided by Cambridge Mobile Telematics. ³Participants can earn up to \$5 every two weeks, based on driving 50 tracked miles and the participating driver's score during the scoring period. ⁴Must drive a minimum of 50 tracked miles during each two-week reward period. ⁵Standard text messaging rates apply. Must have a compatible smartphone device with a data plan subscription and GPS capabilities and used exclusively by the participating driver. ERIE® Insurance services are provided by one or more of the following insurers: Erie Insurance Exchange, Erie Insurance Company, Erie Insurance Property & Casualty Company, Flagship City Insurance Company and Erie Family Life Insurance Company (home offices: Erie, Pennsylvania) or Erie Insurance Company of New York (home office: Rochester, New York). Not all companies are licensed to operate in all states. Go to erieinsurance.com for company licensure information and product disclosures or contact our agency for state-specific policy information. Equal opportunity insurer. S1894IN 6/19 © 2019 Erie Indemnity Company