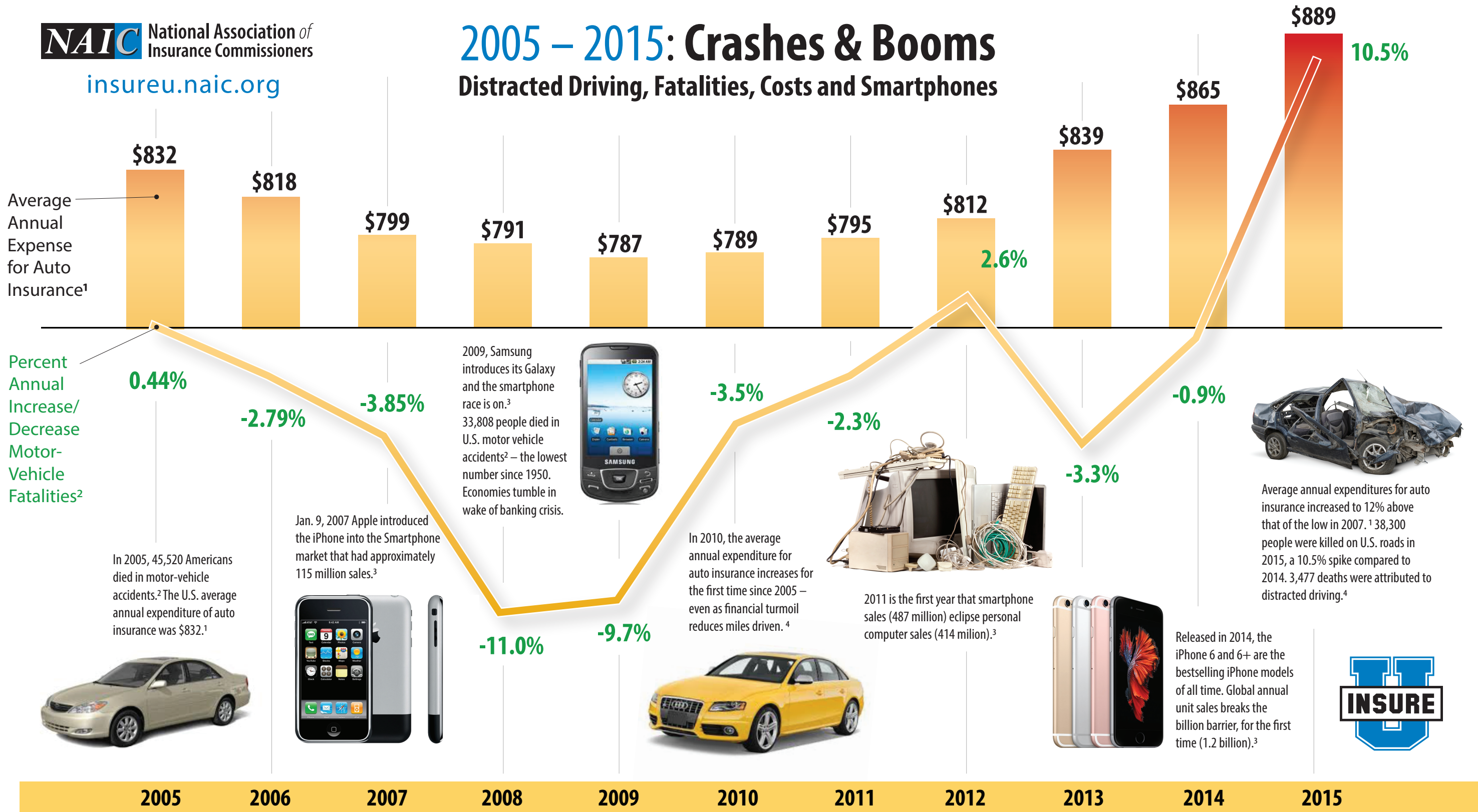


2005 – 2015: Crashes & Booms

Distracted Driving, Fatalities, Costs and Smartphones



Average Annual Expense for Auto Insurance¹

Percent Annual Increase/Decrease Motor-Vehicle Fatalities²

In 2005, 45,520 Americans died in motor-vehicle accidents.² The U.S. average annual expenditure of auto insurance was \$832.¹

Jan. 9, 2007 Apple introduced the iPhone into the Smartphone market that had approximately 115 million sales.³

2009, Samsung introduces its Galaxy and the smartphone race is on.³ 33,808 people died in U.S. motor vehicle accidents² – the lowest number since 1950. Economies tumble in wake of banking crisis.

In 2010, the average annual expenditure for auto insurance increases for the first time since 2005 – even as financial turmoil reduces miles driven.⁴

2011 is the first year that smartphone sales (487 million) eclipse personal computer sales (414 million).³

Average annual expenditures for auto insurance increased to 12% above that of the low in 2007. ¹ 38,300 people were killed on U.S. roads in 2015, a 10.5% spike compared to 2014. 3,477 deaths were attributed to distracted driving.⁴

Released in 2014, the iPhone 6 and 6+ are the bestselling iPhone models of all time. Global annual unit sales breaks the billion barrier, for the first time (1.2 billion).³

