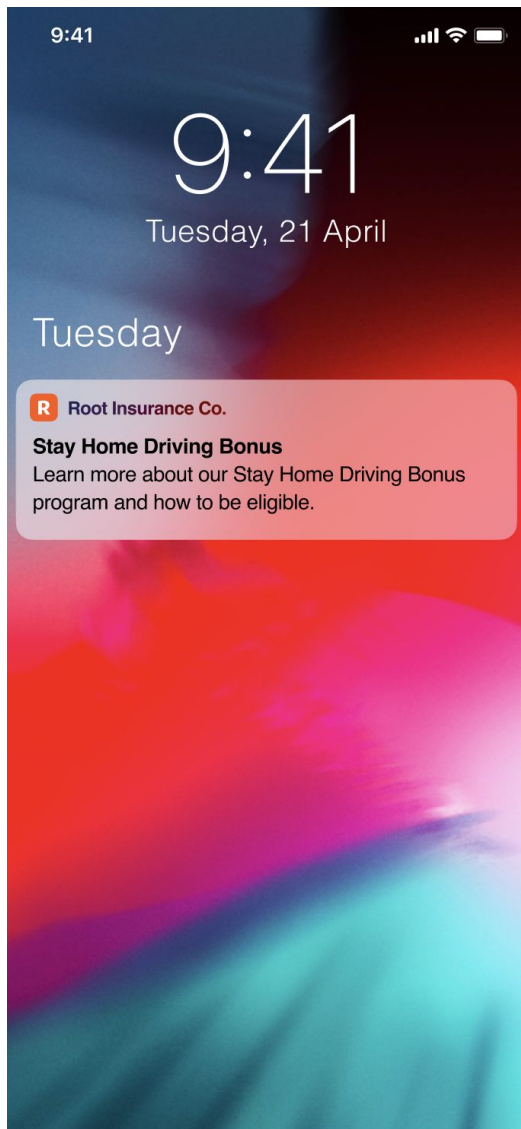


Stay Home Driving Bonus Announcement

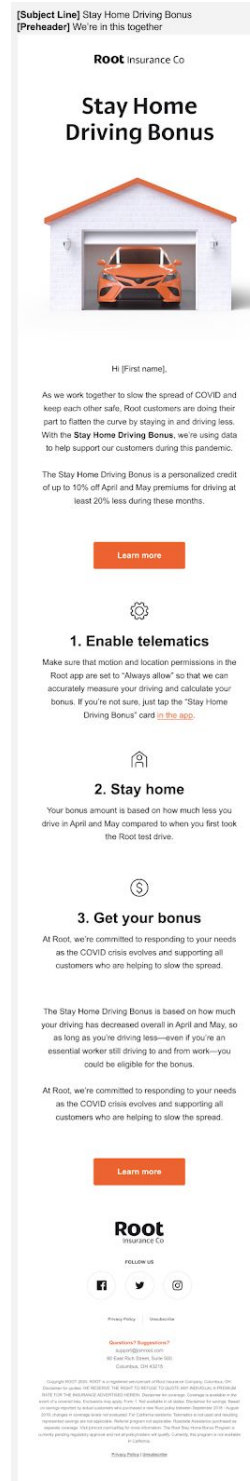
Root is offering the Stay Home Driving Bonus program to offer financial relief to qualified customers, based on their telematics data in April and May, compared to when they completed the test drive.

Eligible users received a push notification and email message notifying them of the program.

Sample push notification



Sample Email (view 1)



Sample Email (view 2)

Subject Line] Stay Home Driving Bonus

Preheader] We're in this together

Root Insurance Co

Stay Home Driving Bonus



Hi [First name],

As we work together to slow the spread of COVID and keep each other safe, Root customers are doing their part to flatten the curve by staying in and driving less. With the **Stay Home Driving Bonus**, we're using data to help support our customers during this pandemic.

The Stay Home Driving Bonus is a personalized credit of up to 10% off April and May premiums for driving at least 20% less during these months.

[Learn more](#)



1. Enable telematics

Make sure that motion and location permissions in the Root app are set to "Always allow" so that we can accurately measure your driving and calculate your bonus. If you're not sure, just tap the "Stay Home Driving Bonus" card [in the app](#).



2. Stay home

Your bonus amount is based on how much less you drive in April and May compared to when you first took the Root test drive.



3. Get your bonus

At Root, we're committed to responding to your needs as the COVID crisis evolves and supporting all customers who are helping to slow the spread.

The Stay Home Driving Bonus is based on how much your driving has decreased overall in April and May, so as long as you're driving less—even if you're an essential worker still driving to and from work—you could be eligible for the bonus.

At Root, we're committed to responding to your needs as the COVID crisis evolves and supporting all customers who are helping to slow the spread.

[Learn more](#)

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Questions? Suggestions?
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