



## Assurant Global Automotive Launches Pocket Geek Auto

*The Pocket Geek Auto mobile app is designed to help dealers maintain a profitable post-purchase relationship with customers*

**NEW YORK, Feb. 2, 2021** - Assurant, Inc. (NYSE: AIZ), a global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases like automobiles today announced the launch of [Pocket Geek Auto](#). A mobile app that helps dealers and clients connect with their customers, Pocket Geek Auto delivers a more personalized car ownership experience, strengthens their core F&I offers, and drives service revenue. The Pocket Geek Auto app is free for Assurant clients and their consumers purchasing a vehicle, and automatically populates with the unique information specific to that customer - like vehicle and products - at the point of sale.

“Pocket Geek Auto allows dealers and clients to modernize their customer experience, grow their revenue, and retain more loyal customers,” said Assurant Global Automotive Senior Vice President of Global Transformation, Martin Jenns. “Customers have developed digital relationships with banks, retailers and other service suppliers. Now with Pocket Geek Auto, our dealers and clients can take a proactive and industry specific approach to build stronger connections with their customers.”

Pocket Geek Auto’s technology and open API pulls in over 20 integration points and complements OEM apps already in use with different dealer specific features. Dealers and other Assurant clients offering protection plans will have full control of branding, imagery, and offers digitally delivered to their consumers, including reporting features that allow for real-time analysis of consumer interactions.

The Pocket Geek Auto app offers key features including:

- Personal TechPro - on-demand technical support for in-car technology via chat or voice
- Maintenance Manager - maintenance alerts and reminders to drive service revenue
- Digital Glovebox - will store vehicle related documents like protection plans and policies and service receipts
- Customer Notifications - automated recall alerts and tools to present direct service and sales offers to customers
- Claims Management - to simplify the claims process by allowing customers to report a protection policy claim and get status updates directly through the app

Additional upgrades and capabilities will be added and automatically pushed to current app users.

“Our clients continue to look to us for innovative ways to solve today’s business problems. We leveraged our learnings across the Pocket Geek family of apps, specifically Pocket Geek Mobile, to bring an enhanced experience for today’s digitally-driven consumer,” said Jenns.

### **About Assurant Global Automotive**

Assurant, Inc. (NYSE: AIZ) is a leading global solutions provider in the automobile industry for manufacturers, large group and independent dealers, agents, third-party administrators, financial institutions, insurance providers, and vehicle technology companies. Assurant Global Automotive helps drivers protect their vehicles and avoid costly repair. With over 50 years of industry experience, Assurant is trusted by and works with nine of the top ten global automotive manufacturers serving over 48 million



consumers in 17 countries. Providing innovative solutions like vehicle service contracts, performance management and training, participation options, ancillary products, guaranteed asset protection, and more, Assurant Global Automotive helps clients grow and thrive.

**About Assurant**

Assurant, Inc. (NYSE: AIZ) is a leading global provider of lifestyle and housing solutions that support, protect and connect major consumer purchases. Anticipating the evolving needs of consumers, Assurant partners with the world's leading brands to develop innovative products and services and to deliver an enhanced customer experience. A Fortune 500 company with a presence in 21 countries, Assurant offers mobile device solutions; extended service contracts; vehicle protection services; pre-funded funeral insurance; renters insurance and lender-placed homeowners insurance. The Assurant Foundation strengthens communities by supporting charitable partners that help protect where people live and can thrive, connect with local resources, inspire inclusion and prepare leaders of the future.

Learn more at [assurant.com](http://assurant.com) or on Twitter [@AssurantNews](https://twitter.com/AssurantNews).

**Media Contacts:**

Andrew DeChellis  
(305) 253-2244 x 4035083  
[Andrew.dechellis@assurant.com](mailto:Andrew.dechellis@assurant.com)