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RSA Canada and Gallagher partner to expand TruceTO road safety movement

Partnership to support consumer research, customer education and community outreach, starting with the GTA

TORONTO, March 11, 2020 – Road safety continues to be a growing concern for Canadians, particularly in the Greater Toronto Area (GTA) where the battle for space on the streets between drivers, cyclists and pedestrians can get heated. Collision-related injuries and fatalities continue to be prevalent in the GTA. To help boost harmony on the streets, Gallagher – a leading insurance brokerage, risk management and consulting services firm – is joining RSA Canada’s signature road safety movement: TruceTO. The exclusive partnership will come to life through consumer research, road safety education and community outreach, starting in the GTA.

TruceTO is based on one simple notion: Every one of us uses the roads. We just need to get better at sharing. Recognizing that infrastructure change is a necessary, long-term objective, TruceTO focuses on using empathy as a key motivator to create short- to medium-term changes on our streets in the interim, allowing pedestrians, cyclists and drivers to safely share the road.

“Our research has shown that fear and misconception are ongoing trends among road users. More education is needed to ensure that drivers, cyclists and pedestrians understand each other better,” says Donna Ince, road safety advocate and Senior Vice President of Personal Insurance, RSA Canada. “Gallagher is the perfect partner to help us continue to spread road safety knowledge to Canadians across the GTA and beyond.”

As part of the partnership, RSA Canada and Gallagher will release consumer research findings on important road safety issues at key times throughout the year. The findings will be accompanied by myth-busting lessons and related road safety information.

“Our personal insurance brokers see the implications of road collisions every day when talking to customers, processing claims and renewing policies,” says Bob Manson, President, Ontario Personal Insurance at Gallagher. “This partnership will enable them to share relevant stats, resources and tips at key milestones in a customer’s auto insurance journey, and encourage them to practice safe road behaviours.”

Unlike other road safety campaigns that only focus on one group – cyclist, driver or pedestrian – TruceTO takes a 360° view of the issue and addresses how everyone on the road can – and must – each play their part to keep our streets safe.

Learn more about TruceTO and the partnership, or join the movement at www.TruceTO.com/Gallagher.

About RSA Canada

The RSA Canada group of companies includes Roins Financial Services Limited, Royal & Sun Alliance Insurance Company of Canada, Quebec Assurance Company, Johnson Inc., Unifund Assurance Company, Western Assurance Company, Ascentus Insurance Ltd., Canadian Northern Shield Insurance Company and RSA Travel Insurance Inc. (collectively, “RSA Canada”) and is part of a group of companies headed by RSA Insurance Group plc. RSA Canada employs more than 2,800 people across Canada and is one of the oldest insurance companies in the country with roots dating back to 1833. For more information, visit RSAgroup.ca.



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About Gallagher

Gallagher (NYSE: AJG) is a global insurance brokerage, risk management and consulting services firm headquartered in Rolling Meadows, Illinois. The company has operations in 49 countries and offers client-service capabilities in more than 150 countries around the world through a network of correspondent brokers and consultants.

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