

Lexus Debuts Mobile Collision Assistance Service

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PLANO, Texas (August 11, 2021) – Lexus drivers now have a new assistance service available to them in the moments following a collision. Collision Assistance, a just-in-time support service, is now available to drivers within the Lexus mobile app. The feature within the Lexus App offers guided instructions to help drivers navigate a post-collision repair process.

Toyota Motor North America (TMNA) worked with CCC Intelligent Solutions Inc. (CCC), a leading SaaS platform for the multi-trillion-dollar P&C insurance economy, to develop Collision Assistance. The CCC mobile technology combines guided accident documentation and access to claims and management services to assist drivers following a collision. TMNA transmits accident and vehicle telematics data to CCC to initiate the program. Collision Assistance is designed to let the customer choose how they'd like to handle the claim and repair processes, providing convenience and safety while also ensuring owners are informed about the process through completion.

“Safety for our customers is paramount. The minutes following an accident can be critical — drivers are often confused and uncertain about what to do. By incorporating Collision Assistance into our owner app, we can offer help when it is needed.” said Steve Basra, TMNA, Connected Technologies group vice president. “We aim to deliver innovative features to our drivers. With Collision Assistance, we’re offering additional safety and peace of mind.”

Collision Assistance is an extension of the Lexus Safety Connect suite of features available to Lexus owners who have an active subscription or are within the trial period of select 2018 model year or newer Lexus vehicles. After the driver has confirmed they are safe and without injury, the Collision Assistance app can be used to guide drivers to collect important accident documentation, connect them to a network of auto insurers for optional claim submission and provide search capabilities to help locate a collision repair facility. The feature will prompt drivers through the entire process, from data gathering and insurance claim management all the way through collision repair.

“Toyota is taking a comprehensive approach to post-collision management, and we’re proud to support its mission to deliver world-class safety experiences to drivers,” said Andreas Hecht CCC’s OEM Services Group SVP. “By using CCC’s technology to establish a personal, near-real time connection with drivers, automakers can positively impact the often-stressful post-collision experience.”

The Collision Assistance Feature is made available to Lexus owners through the Lexus App. The Lexus App is available for iPhone® or Android™ smartphones. Click here to learn more or download the [Lexus App](#).