

IMA Italia Assistance, So.De. and BikeProtection join forces to support the safety of bicycle couriers: the MoveIMA app helps protect urban bikers

A new partnership that places the safety of workers on two wheels at the center, thanks to technology designed to intervene at the most critical moments.

The spread of urban deliveries on two wheels is once again drawing attention to the safety conditions of bicycle couriers, who are increasingly present in city traffic and often exposed to risky situations. This evolution of the sector, driven by the need for efficiency and sustainability, makes the need for suitable tools to protect those who work on the road every day increasingly clear.

In Milan, one of the main hubs of urban logistics, the phenomenon is particularly evident: according to data provided by the 118 emergency service, more than 3,100 interventions are recorded each year for accidents involving bicycle couriers, equal to an average of more than 8 per day, while around 8% of road accidents in the city involve delivery workers. Field surveys confirm this picture: nearly 4 out of 10 riders say they have experienced at least one accident during their work.

This need has led to the partnership between **IMA Italia Assistance, So.De. - Social Delivery and BikeProtection**, with the aim of offering an innovative and immediate response to biker safety through **MoveIMA** technology. So.De., active in sustainable logistics with a fleet of cargo bikes, becomes the first partner to integrate the innovative MoveIMA app into its operating model, confirming an approach to sustainability that places not only the environment, but above all people, at the center.

Through a dedicated portal, So.De. will be able to activate coverage for each courier simply and immediately, associating a code with each individual bicycle, which will be protected for the duration of the journey. Thanks to the app installed on their smartphones, couriers will have access to the MoveIMA protection system throughout the entire service.

MoveIMA's distinctive value lies in its ability to turn a smartphone into a life-saving tool: the app automatically detects movement on two wheels and, in the event of an accident, activates an emergency procedure. If the courier does not respond within a few minutes, the IMA Italia Assistance Operations Center intervenes by contacting them and, if there is no response, sends help to the exact location.

This is a crucial factor, especially considering that many bicycle accidents occur in isolated conditions or at times when the cyclist is unable to ask for help.

*“Courier safety is an increasingly urgent issue,” comments **Paola Bianchi, Chief Marketing & Commercial Officer of IMA Italia Assistance.** “With MoveIMA, we can offer a concrete response: reducing response times in the event of an accident can make the difference between timely management and far more serious consequences, also thanks to the support of our Operations Center, active 24/7 and ready to intervene immediately in an emergency.”*

*“For us, sustainability cannot be separated from the safety of those who work on the road every day,” comments **Naima Comotti, Co-founder of So.De. – Social Delivery.** “The integration of MoveIMA represents a concrete step toward protecting our couriers, offering a tool capable of intervening promptly in an emergency. We believe that innovation and responsibility must go hand in hand: investing in safety means building a stronger, more human and more sustainable model of urban logistics.”*

*“With BikeProtection, as a partner of IMA Italia Assistance, we work every day to make protection for those who travel by bicycle simpler, more accessible and concrete, both for private use and in professional settings,” says **Claudio Tigani, Co-Founder and Head of the Affinity Division at P&T Insurance Broker.** “The initiative with So.De. represents an important step because it brings our insurance solution, characterized by a high level of technological content, into riders’ everyday working lives, helping to strengthen the safety of those who work on the road every day. For us, this means helping to create urban mobility that is more responsible and more attentive to people.”*

In a context marked by the expansion of urban logistics and the growth of delivery services, initiatives of this kind show how the adoption of technological solutions can concretely support companies’ operational needs, with a direct impact on the protection of people who work on the road.

IMA Italia Assistance

This is the Italian subsidiary of the IMA Group, founded in 1981 on the initiative of 12 major French mutual insurance companies. The IMA Group, with a total turnover of 1,112 million euros (2025 figure) and 4.1 million cases managed, operates in all the world’s major countries with 16 offices and over 6,300 employees.

IMA Italia Assistance is a well-established company with a history spanning more than 35 years, offering innovative services in the fields of roadside assistance, medical assistance, travel insurance, claims management, home assistance, international mobility and bespoke services designed to meet clients’ needs. It operates a 24/7 operations centre to manage emergencies and provide assistance anywhere in the world.

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