

Maintaining the trust of New Zealanders – AA Insurance

Auckland, 28 April 2020 – AA Insurance has been voted the Reader’s Digest Most Trusted General Insurance Brand by New Zealanders for the 10th consecutive year.

The annual Reader’s Digest Survey is in its 21st year and now includes 69 categories of products and services across a broad range of industries. Over 1,600 New Zealanders selected three of their most trusted brands for each category and rated those brands on the 1-10 scale for trust. AA Insurance was voted the top for its general insurance of car, home and contents.

Of the award, Richard Park, AA Insurance’s Head of Marketing and Distributions says. “It’s an honour to be recognised by Kiwis for being genuine, authentic and reliable, and speaks volumes about our people and the contribution they’ve made, and continue to make, to earn the trust of our customers.

“Being named Most Trusted comes with a responsibility to uphold that trust, and our people remain dedicated to backing up our promises and getting things sorted for our customers.

“We’re currently in unprecedented times, and unprecedented times call for an unprecedented response. The way everyone at AA Insurance has responded, with care and sensitivity towards our customers who are facing uncertainty, is incredible. So, this award is about and for our people.”

The company has maintained its confidence and held fast to its core principles, like doing the right thing for customers time and time again. To receive this independent validation 10 years in a row is therefore a particularly special achievement, he says.

ENDS



About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Vero Insurance New Zealand Limited (VINZL). Since 1994 we have demonstrated trusted expertise in home, contents and car insurance in New Zealand, and in 2018 introduced commercial small business insurance. We underwrite our own policies and sell direct to New Zealanders. Our 750+ staff look after 430,000 customers with nearly 850,000 policies.

We proudly partner with Eden Park, support youth charity Blue Light, and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011), Canstar Blue Most Satisfied Customers (2013-2018), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies. Last year, AA Insurance was also named Consumer's 2019 People's Choice award winner for car, home and contents.

AA Insurance has an A+ (Strong) Insurer Financial Strength Rating given by Standard and Poor's (Australia) Pty Ltd. For further information visit aainsurance.co.nz.

For more information please contact:

Nicole Steven, Botica Butler Raudon Partners, (09) 303 3862, 021 025 31886 or nicoles@botica.co.nz