

AA Insurance upholds top reputation says Colmar Brunton survey

Auckland, 8 May 2020 – AA Insurance continues to feel the love of Kiwis for the sixth consecutive year according to the 2020 Colmar Brunton Corporate Reputation Index, once more ranking fifth among 50 of New Zealand’s most successful companies.

“This kind of independent validation says a lot about our reputation, a reputation based on the collective efforts of our team of 750+ people who proudly look after our customers every single day,” says Chris Curtin, CEO at AA Insurance. “We’re currently in unprecedented times, and unprecedented times call for an unprecedented response. The way everyone in the AA Insurance family is responding with care and sensitivity for our customers, who are facing a lot of uncertainty, is incredible.

“So, to be ranked within the top five companies again this year, especially alongside well-recognised and trusted companies like Air New Zealand, TVNZ, Pak n Save, and Toyota is humbling, and I couldn’t be prouder of our people for making that happen.”

The index, which started in 2015, calculates overall reputation using four measures: social responsibility (for employees as well as the environment), fairness (charge fair prices), success/leadership (well-known, offer good returns to investors, innovative), and trust (honest, ethical, with a positive societal influence).

“Trust remains the most important driver of reputation for New Zealanders, and is the cornerstone of AA Insurance’s reputation,” says Chris. “For an intangible purchase like insurance, trust is a quality that signals reliability and integrity, and reassures customers they’re making the right choice. For AA Insurance, it’s vital to us that we stay true to our promise and remain trustworthy.

“And I’m proud to say our team continues to be dedicated to backing up our promises and doing the right thing for our customers time and time again.”

ENDS

The logo for AA Insurance, featuring the letters 'AA' in a bold, black font inside a white circle, followed by the word 'Insurance' in a bold, black font. The background of the top left corner of the page is a decorative graphic of overlapping yellow circles of various sizes, creating a bubbly, abstract effect.

AA Insurance

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