

## AA Insurance's reputation one of the best says Colmar Brunton survey

**Auckland, 24 March 2017** - AA Insurance has earned a place in Kiwi hearts for the third consecutive year according to the latest Colmar Brunton Corporate Reputation Index, ranking fourth among 100 of New Zealand's most successful companies.

"We're delighted to be within the top five companies again this year, alongside known and trusted household names like Air New Zealand, Toyota and Z Energy and Pak'nSave," says Chris Curtin, CEO at AA Insurance. "It speaks volumes about our reputation, and we're honoured to represent our industry."

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).

Interestingly, Kiwis place greater importance on trust above all other pillars, and it is a key part of AA Insurance's reputation, says Chris. This is especially true for a somewhat intangible purchase like insurance where customers are essentially buying a promise. With this in mind they need to trust that their insurer will be there for them when they're needed.

"It's taken us decades to build our reputation through hard work and customer care," he says. "The public has come to trust that AA Insurance will always behave in a genuine manner and do the right thing, and we're really proud of that."

"We know our customers have a lot of choice when it comes to insurers, so reputation has a huge impact on their decision, as well as their loyalty, and their advocacy to speak highly of us," he continues. "So, we're delighted by this recognition; it gives us independent validation for the way we're looking after our customers, and we will continue to put them first."

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### **About AA Insurance**

AA Insurance has demonstrated trusted expertise in home, contents, and car insurance in New Zealand since launching in 1994. We're a joint venture between New Zealand Automobile Association and Suncorp Group, and we employ over 650 staff - who are all based in New Zealand - to look after nearly 350,000 customers and over 650,000 policies.

We proudly support youth charity Blue Light, and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011), NZ Insurance Industry Awards (since 2012), IBM Kenexa Best Workplaces Survey (since 2008), Canstar Blue Most Satisfied Customers (2011-2016), and the Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies.

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

### **For more information please contact:**

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