

AA Insurance remains in Kiwi hearts for reputation says Colmar Brunton survey

Auckland, 13 April 2018 - AA Insurance maintains its top reputation for the fourth consecutive year according to the latest Colmar Brunton Corporate Reputation Index, ranking fourth among 100 of New Zealand's most successful companies.

"We're proud of the way we look after our customers, so to receive this kind of independent validation speaks volumes about our reputation," says Chris Curtin, CEO at AA Insurance. "We're elated to be within the top five companies again this year, especially alongside well-recognised and trusted companies like Air New Zealand, TVNZ, Toyota and Z Energy.

"It takes years for a company to build a good reputation, and at AA Insurance we consistently listen and adjust the way we do things to earn our customers' trust. The closer we are to our customers, the closer we are to the truth," he says.

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, trust remains the most important driver of reputation for New Zealanders. It is the cornerstone of AA Insurance's reputation, says Chris, and is something the company is extremely proud of.

"With an intangible purchase like insurance, it's important our customers feel able to trust us, and know we will behave genuinely, do the right thing, and help protect them and their belongings in their time of need.

"These days' customers have a lot of choice when it comes to insurers, and we know reputation has a huge impact on their decision, so we're honoured to receive this recognition, and represent our industry. A good reputation is precious and can never be taken for granted, so we will never rest on our laurels."

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About AA Insurance

AA Insurance is an independently operated, New Zealand-based joint venture between the New Zealand Automobile Association (NZAA) and Suncorp Group. We have demonstrated trusted expertise in home, contents and car insurance in New Zealand since 1994. We underwrite our own policies and sell direct to New Zealanders. Our more than 700 staff look after nearly 375,000 customers with over 710,000 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), 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 aainsurance.co.nz.

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