

Auckland, 29th June 2022



AA Insurance has maintained its position in the top 10 of most trusted brands in New Zealand according to the annual Kantar Corporate Reputation Index released in June 2022, proving once again the customer comes first.

“We’re incredibly proud to maintain our high ranking for reputation, especially over the past year when our customers and people have all faced continued challenges and uncertainty, says Simon, Acting CEO at AA Insurance. We know we’re up there alongside other incredible kiwi companies and there’s no doubt that our people live our company values everyday by looking after our customers with care and often during times of stress. Not only are we thankful to our customers for continually recognising AA insurance as a highly trusted brand, but we’re also incredibly proud and thankful to our dedicated people for continuing to act with integrity and compassion for our customers and for each other.”

“It says a lot about us as an insurer to receive this recognition but we don’t rest here, we continue to strive to do better for our customers across all of our tools and platforms. We’ve had to evolve and change with the times to allow for more flexibility with the way our customers engage with us over the last few years. We’ll keep being reliable but innovative to make it as easy as possible for our customers to manage their insurance needs. Of course, we’ll keep doing our best to live up to our promise of being New Zealand’s most trusted insurer.”

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).

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 930+ staff look after over 480,000 customers with 970,000 policies.

We proudly partner with Variety NZ and Eden Park and have been consistently recognised by: Reader's Digest Most Trusted Brands (since 2011) and Quality Service Awards for Car, and Home and Contents Insurance (since 2015), Kantar Customer Leadership Index (since 2019), Canstar Blue Most Satisfied Customers (2011-2018), and the Kantar (formerly known as Colmar Brunton) Corporate Reputation Index since 2015, that recognises New Zealand's most successful companies. AA Insurance was also named Consumer NZ People's Choice award winner for car, home and contents (2019 and 2020).

AA Insurance has an AA- (Very 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:

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