



Most trusted general insurer for the past 11 years – AA Insurance

Auckland, 26 April 2021 – Kiwis have voted AA Insurance the Reader’s Digest Most Trusted General Insurer for the 11th year in a row.

The general insurer is one of only four brands to have earned this length of recognition, and is in good company alongside Whittaker’s, Sanitarium and Dettol.

Now in its 22nd year, the annual Reader’s Digest Survey looks at 72 categories of products and services across a broad range of industries. Over 1,400 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, beating its own score from the previous year.

“To be voted New Zealand’s most trusted general insurer is a testament to the hard work of all our people and their dedication to backing up our promises,” says Richard Park, AA Insurance’s GM of Marketing, Product and Pricing. “For us, it’s about holding true to our core principles and values, like doing the right thing for customers time and time again.

“We’re honoured and delighted for this recognition – 11 consecutive years is a particularly special achievement and we couldn’t be prouder.”

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 800+ staff look after over 450,000 customers with more than 900,000 policies.

We proudly partner with Eden Park and have been consistently recognised by: Reader's Digest Most Trusted Brands (10 consecutive years 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 Colmar Brunton Corporate Reputation Index (since 2015) that recognises New Zealand's most successful companies. Last year, AA Insurance was also named Consumer NZ People's Choice award winner for car, home and contents (since 2019).

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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