



AA Insurance voted most trusted general insurer 12th year in a row

Auckland, 27 April 2022 – Kiwi consumers have voted AA Insurance the Reader's Digest Most Trusted General Insurer for the 12th consecutive year.

"We're honoured that AA Insurance is one of only four brands to have earned this recognition," says Richard Park, AA Insurance's GM of Marketing, Product and Pricing. "We are in great company alongside well-known brands Whittaker's, Sanitarium and Dettol."

Now in its 23rd year, the annual Reader's Digest Survey looks at 70 categories of products and services across a broad range of industries, uncovering Kiwis attitudes and views on the most trustworthy brands. Over 1,700 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 number one for its general insurance of car, home, and contents.

According to Reader's Digest, being voted a Trusted Brand enhances a brand's status and assures consumers they are choosing a reputable brand. A 2020 consumer shopping habit study conducted by Catalyst Research showed 87% of consumers found the Trusted Brand Emblem positively impacted their buying decisions.

"To be voted New Zealand's most trusted general insurer 12 years in row is a testament to the hard mahi and dedication of all our people, even during these difficult times," says Richard. "For us, it's about holding true to our core principles and values, always being there for our customers, and being focused on doing the right thing for them."

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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 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 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.

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