

Media release

JAGUAR LAND ROVER (JLR) AND ALLIANZ PARTNERS LAUNCH NEW PROGRAMME, *SIMPLY DRIVE*, TO GIVE CLIENTS INSTANT AND COMPLIMENTARY INSURANCE COVER FOR FIRST MONTH

- **Embedded insurance programme, *Simply Drive*, will offer clients seamless and instant insurance for new Range Rover, Defender, Discovery and Jaguar purchases**
- **Clients can immediately start enjoying the driving experience as part of modern luxury purchase journey**
- **New insurance programme is the first product from the collaboration which will be available across eight markets in Europe**
- **Programme is already live in Germany and will be rolled out in Austria, Belgium, France, Italy, Netherlands, Portugal and Spain***

Munich, 29 June 2023 - JLR and Allianz Partners have announced the launch of an embedded insurance programme, to enhance the purchasing experience for Range Rover, Defender, Discovery and Jaguar clients across Europe.

The *Simply Drive* service will be available on all new vehicles, offering clients the convenience of immediate and complimentary insurance cover for the first month of ownership, making their purchase quicker and easier.

This seamless service is the first product from JLR's new, long-term partnership with Allianz Partners, a world leader in Business-to-Business-to-Consumer insurance and assistance services. Over the next year, the insurance offering will be available across eight European markets and epitomises the modern luxury purchase experience for Range Rover, Defender, Discovery and Jaguar clients.

François Dossa, Executive Director, Strategy and Sustainability, JLR said: "Our ambition is to offer clients a truly modern luxury experience in all that we do, and we are delighted to be working with Allianz Partners to enhance our clients' modern luxury ownership experiences.

"We have co-created an innovative mobility solution offering our clients the benefit of convenience and assurance of seamless, immediate insurance coverage from the first moment they purchase their new vehicles."

Jean-Marc Pailhol, Member of the Board and Head of Global Strategic Partnerships at Allianz Partners said: "This programme marks the beginning of a long-term partnership with JLR to deliver superior digital and innovative solutions and peace of mind to clients.

“We are proud that JLR appointed us as partner of choice for supporting their *Reimagine* strategy and by making car insurance a ‘by default’ component and seamless experience in their client car purchasing journey.”

The *Simply Drive* service went live in Germany this month and will be rolled out across Austria, Belgium, France, Italy, Portugal and Spain over the next year*. The product will be integrated into the vehicle purchasing journey for Range Rover, Defender, Discovery and Jaguar clients. The programme is enabled through technology developed by [simplinsurance](#), as a key pillar within Allianz's platform strategy, to allow seamless integration of Insurance products across markets.

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Press contact:

Allianz Partners FleishmanHillard allianzpartners@fleishmaneuropa.com

JLR Media E: jlrmedia@jaguarlandrover.com T: +44 (0) 2475 361000

Nathalie Mabbett, Global External Communications Manager, JLR

E: nmabbett@jaguarlandrover.com T: +44 (0)7467 448 310

About Allianz Partners

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international health and life, travel insurance, mobility and assistance. Customer driven, our innovative experts are redefining insurance services by delivering future-ready, high-tech high-touch products and solutions that go beyond traditional insurance. Our products are embedded seamlessly into our partners' businesses or sold directly to customers, and are available through several commercial brands including Allianz Assistance, Allianz Travel and Allianz Care. Present in over 75 countries, our 21,900 employees speak 70 languages, handle over 72.5 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

For more information, please visit: www.allianz-partners.com

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About JLR / Note to editors

JLR's *Reimagine* strategy is delivering a sustainability-rich vision of modern luxury by design.

We are transforming our business to become carbon net zero across our supply chain, products, and operations by 2039. We have set a roadmap to reduce emissions across our own operations and value chains by 2030 through approved, science-based targets. Electrification is central to this strategy and before the end of the decade our Range Rover, Discovery, Defender collections will each have a pure electric model, while Jaguar will be entirely electric.

At heart we are a British company, with two design and engineering sites, three vehicle manufacturing facilities, an engine manufacturing centre, and a battery assembly centre in the UK. We also have vehicle plants in China, Brazil, India, Austria, and Slovakia, as well as seven technology hubs across the globe.

Jaguar Land Rover is a wholly owned subsidiary of Tata Motors Limited, part of Tata Sons.

About simplesurance

simplesurance is a leading provider of embedded insurance in fast-changing ecosystems, such as mobility, e-commerce, travel, fintech, and banking. Renowned companies use simplesurance's technology to include insurances in their customer journey, enhancing the overall customer experience and adding value across 30+ countries in an easy and smart way.

As a part of Allianz, we develop the global connectivity player with transparent and efficient insurance services to connect people and business, anywhere & anytime, enabled by state-of-the-art technology that we have developed since 2012.