

PRESS RELEASE



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Allianz Partners' Chinese brand is refreshed as “安联世合”

To emphasize our belonging to the Allianz family and better leverage the “Allianz” brand power, Allianz Partners refreshed its Chinese legal name as Allianz Partners International Assistance Services (Beijing) Co., Ltd. and corporate brand as “安联世合”.

This new identity will support Allianz Partners' strategic vision to reinforce its leadership in China market. Allianz was rated as the top insurance brand in the world, according to Interbrand's Best Global Brands Rankings 2019 and 2020. As the assistance and insurance solutions arm of Allianz Group, Allianz Partners is well-known for its international footprint and globally consistent service qualities implemented with local expertise. The new name also clearly expresses its added value and competitive advantage: cooperation with global business partners to create more value and deliver high quality services to consumers.

With Allianz Partners (安联世合) as the corporate brand, the business will continue to provide services and solutions to consumers under the respective Allianz Assistance, Allianz Automotive, Allianz Travel and Allianz Care commercial brands.

Philip Rong, Chief Executive Officer of Greater China, Allianz Partners, said, “This new corporate name and brand will allow us to further enhance our expertise in insurance, assistance & technology sector and offer A-Z customer care in auto, travel, health and home ecosystems with established ‘Allianz’ brand reputation. We'll continue our journey to deliver our customer centricity commitment, and to foster innovation and enhance our culture of excellence.”

About Allianz Partners

An Allianz Group entity, Allianz Partners is a world leader in B2B2C insurance and services solution and assistance, offering global solutions that span international health and life, travel insurance, automotive insurance 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 partner businesses or sold directly to customers, and are available through four commercial brands: Allianz Assistance, Allianz Automotive, Allianz Travel and Allianz Care. Present in 75 countries, our 21,000 employees speak 70 languages, handle more than 71 million cases each year, and are motivated to go the extra mile to help and protect our customers around the world. We opened our China business unit in 2003 as a wholly foreign owned company in Beijing. As the first assistance company in China certified with ISO9001:2008 and upgraded to ISO9001:2015 in 2017, Allianz Partners is today the leading provider of outsourced roadside services in Chinese mainland. With our national provider network and advanced technologies, we've been consistently working on providing more excellent, efficient and secured solutions, creating more value for your clients and customers.

For more information, please visit: <http://www.allianz-partners.cn>

Press contact

Allianz Partners Greater China

Zhu Ting

christine.zhut@allianz.com

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