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Media release

Allianz Partners and Mazda Motor Europe extend their Roadside Assistance partnership

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Allianz Partners, a world leader in insurance and assistance services, and Mazda Motor Europe have signed a new European Roadside Assistance partnership contract, consolidating and harmonising the long-term relationship in existing markets and extending the partnership to new markets, including Poland, which was launched in January 2024, and the Netherlands and Portugal, which will be launched in January 2025.

This new agreement follows 20 years of working together in individual countries, with Austria, the Baltics, Czech Republic, Greece, the Nordics, Slovakia, and Southeastern Europe joining the new European-wide partnership* contract.

The Premium Roadside Assistance program is made available by Mazda to its customers in the partnership markets* in the first year after vehicle purchase and after each annual inspection service at an authorized Mazda service network. In the unlikely event of a breakdown or accident, Allianz Partners will provide Mazda customers brand-specific Premium Roadside Assistance services to ensure they can continue their journey quickly and easily. Mazda customers will be entitled to roadside repair and towing services to a Mazda Service Center. If the customer's car needs to be repaired, they will be provided with a replacement vehicle or an alternative transportation.

In the coming months, Allianz Partners and Mazda will collaborate in the integration of digital roadside assistance services into the MyMazda app. Through the app, customers will be able to report an incident, request assistance, and follow their case digitally for ease and convenience.

Jean-Marc Pailhol, Chief Officer Global Strategic Partnerships and Member of the Board of Allianz Partners, commented: "As a recognized and reliable insurance and assistance brand, leader in the European Market, Allianz Partners is very proud to strengthen and extend its long-lasting partnership with Mazda in Europe, which is based on trust and great collaboration. With the consolidation of local contracts under one European agreement, we have achieved a great milestone to allow for harmonised premium services across all markets where Mazda customers can benefit from the Premium Road Side Assistance program. Allianz

*The 25 partnership markets include Austria, Czech Republic, Slovakia, Croatia, Slovenia, Hungary, Romania, Bulgaria, Serbia, Bosnia & Herzegovina, Montenegro, North Macedonia, Greece, Albania, Moldova, Poland, Netherlands, Portugal, Denmark, Norway, Finland, Estonia, Latvia & Lithuania.



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Partners will continue accompanying Mazda by delivering high quality services and ensuring a full digital customer experience.”

Commenting on the partnership, Wojciech Halarewicz, Vice President of Sales and Customer Service at Mazda Motor Europe said: “At Mazda our focus is always on providing a premium customer experience throughout the entire ownership period. Breakdowns or accidents, while rare, are inconvenient for our customers and it is our mission to reduce their stress and provide superior support and mobility assistance. Through our partnership with Allianz Partners we will be ensuring that our customers have a harmonized and seamless Roadside Assistance experience.”

Press contact:

Allianz Partners	FleishmanHillard	allianzpartners@fleishmaneuropa.com
Mazda Motor Europe		mazda-press@mazdaeur.com

About Allianz Partners

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span travel insurance, mobility, assistance, health insurance and employee benefits. 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 sold through intermediary channels or directly to customers through the Allianz brand. 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

About Mazda

Mazda is a Japanese multinational automaker based in Hiroshima, Japan. In 2023, Mazda produced about 1.2 million vehicles for global sales. Starting full-scale exports to the European continent in 1967, Mazda sold a total number of 184,000 vehicles in Europe in 2023. Mazda’s presence in the EU consists of its regional headquarters in Leverkusen (Germany), a Research & Design centre in Oberursel (Germany), and a logistics facility in Willebroek (Belgium), as well as national sales companies in almost all EU markets. Mazda is the employer of more than 1,400 people and has a network of 1,600 dealers and service partners across Europe. In addition, a large network of European suppliers and business partners to ensure European customers receive their cars and parts as quickly and efficiently as possible.