

Press Release

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Excellence Brings Assurance & Confidence

-- Allianz Worldwide Partners becomes exclusive roadside assistance service provider for Maserati car owners on the Chinese Mainland

Allianz Worldwide Partners China reached a strategic partnership agreement with Italian super-luxury carmaker Maserati to be its exclusive roadside assistance service provider on the Chinese mainland since October 2018, a deal which gives Maserati owners a peace of mind while enjoying the excitement of driving.

Since entering the Chinese market in 2003, the company has worked with numerous automakers and financial institutions and rising to become the leading roadside assistance provider through high-quality services. Its 15 years of experience in the country made it the top choice for Maserati.

The company is a one-stop platform for customers to benefit from a comprehensive suite of services including motor insurance, vehicle maintenance, roadside assistance and a host of other customizable value-added benefits.

It boasts an extensive partner network of more than 14,000 road assistance providers across the country, and offers services to over 40 medium and high-end auto brands in China. Its 15 years of collaboration with partners has developed a system that ensures services to customers in every Chinese city. In 2017, it handled 4,183,816 roadside assistance cases, attaining an NPS (Net Promoter Score) of 88 percent. Its extensive network will now provide top-quality services to Maserati's customers anytime, anywhere.

In addition to fine Italian styling, Maserati uses innovative technology to ensure outstanding performance and a comfortable driving experience. Allianz Worldwide Partners China is committed to using a similar approach to provide excellent services to car owners through cutting-edge technology. It is able to track and dispatch by connecting roadside assistance technicians and towing truck drivers with its digital platform, providing important data such as vehicle location, service processes, accident reports and case completion reports. Comprehensive data collection and visualization tools enable active positioning and dispatch of assistance teams. The continuous refinement of its dispatch algorithm has significantly reduced the length of time an assistance vehicle takes to arrive.

Maserati is a prestigious luxury car manufacturer founded on December 1, 1914 in Bologna, Italy. Its new coupe series is the embodiment of ultra-luxury production technology that results in perfect combination of aesthetics, design thinking and top-notch craftsmanship.

"We are delivering higher-quality services to luxury car owners and improving the customer experience through series of service innovations and digital technologies," said Christophe Aniel, CEO of Allianz Worldwide Partners Greater China.

About Allianz Worldwide Partners

Dedicated to bringing worldwide protection and care, Allianz Worldwide Partners, previously as Allianz Global Assistance, is the B2B2C leader in assistance and insurance solutions in the following areas of expertise: global assistance, international health & life, global automotive and travel insurance. These solutions, which are a unique combination of insurance, service and technology, are available to business partners or via direct and digital channels under three internationally renowned brands: Allianz Global Assistance, Allianz Worldwide Care and Allianz Global Automotive. This global family of over 19,000 employees is present in 78 countries, speaks over 70 languages and handles over 54 million cases per year, protecting customers and employees on all continents. 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; upgraded with ISO9001:2015 in 2017, today Allianz Worldwide Partners is the leading provider of outsourced roadside services in mainland China. With our national provider network and advanced technologies, we've been consistently working on providing more excellent, efficient and secured solutions, creating more values for your clients and customers.

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

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