

# PRESS RELEASE



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## **Allianz Worldwide Partners China unveils its name change to Allianz Partners in China**

In response to market developments and client demand for globally accessible innovative solutions for assistance, insurance and technology, Allianz Worldwide Partners China is simplifying its name and becomes Allianz Partners China as of January 1<sup>st</sup>, 2019.

This simplified identity supports Allianz Partners Group's 2020 ambition, and the related strategic initiatives to reinforce its leadership. In stripping back the notion of worldwide from its name, Allianz Partners focuses attention on the global recognition of the Allianz brand, which recently ranked 49<sup>th</sup> in the top 50 global brands of the world by Interbrand Best Global Brands 2018 Rankings. Already known for its international footprint, the new name also clearly expresses its added value and competitive advantage: co-creation with global business partners from research and development phases to delivering award winning service to the final customer.

*"As a successful business, we never stand still. Our group is powering ahead embracing disruption, and redefining insurance with our combination of service, insurance and technology and reaffirming our ambitions in terms of digitization and simplicity. More than ever, our new identities embody added value for customers, and our commitment to caring for our clients around the world remains the same."* asserts Rémi Grenier, CEO of Allianz Partners.

In China, the business will operate commercial activities under the Allianz (Care/Assistance/Automotive/Travel) brand.

"The company has been operating in China for almost 16 years, and we are proud of being the market leader, creating differentiated customer experiences and delivering increasingly more value to our partners. The new brand reflects our strategy to bring high-tech, high-touch experience to Chinese customers, creating comprehensive ecosystems around Insurance, services and technology." said Christophe Aniel, CEO of Allianz Partners Greater China.

### **About Allianz Partners**

One of Allianz entities, Allianz Partners is a world leader in B2B2C insurance and assistance, specializing in the areas of international health & life, automotive, assistance and travel insurance. Operating in over 78 countries, Allianz Partners offers global solutions that are redefining help, going beyond traditional insurance to help and protect customers wherever they are and whenever they need it. Our innovative experts deliver future-ready, high-tech, high-touch products and services through four commercial brands: Allianz Assistance, Allianz Care, Allianz Automotive and Allianz Travel. Our 19,000 employees handle over 54 million

cases each year, motivated to go the extra mile to help and protect customers and employees 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; upgraded with ISO9001:2015 in 2017, today AWP 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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