

Allianz Partners

Group Communications

Worldwide Olympic and Paralympic Partners Allianz and Bridgestone announce Pan-European collaboration

The first joint Pan-European project is the development of a commercial vehicle tyre insurance programme

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Allianz Partners and Bridgestone EMIA have agreed to join forces to co-create new offers and services around each partner's key areas of expertise: tyres and insurance. As an initial offering, they have developed a tyre insurance programme for Bridgestone's existing and new truck and bus fleet customers. The programme is fully launched in Italy and being piloted in France, Germany, and the Benelux. The tyre insurance programme covers the replacement of flat tyres caused by sharp objects or curb side collisions, which are typically not protected in the case of damage.

Allianz and Bridgestone's initial collaboration dates back to 2021 with a focus on employee offerings in France. Examples are dedicated Bridgestone tyre offers and maintenance checks for Allianz France employees as well as insurance services from Allianz France for the Bridgestone own fleet. The partners are already working on other joint projects, such as the expansion of the tyre insurance protection programme to passenger vehicles.

"We are very proud to partner with Bridgestone because we share similar ambitions and similar values as we are both Official Worldwide Olympic and Paralympic Partners. We look forward to strengthening our collaboration with Bridgestone in the next months with the joint ambition to provide peace of mind to our customers in an easy and simple way," says **Jean-Marc Pailhol, Chief Officer Global Strategic Partnerships and Board Member at Allianz Partners.**

"The tyre insurance programme is an extension of an existing offering bringing ease to our customers. Therefore the partnership with Allianz is fully aligned with the Bridgestone E8 commitment that defines the value we are promising to deliver to society. This partnership reflects our ambition to establish new types of partnerships as we continue to transform to be a global leader in tyres and sustainable mobility solutions," says **Thierry Jupsin, VP Brands & Marketing, Bridgestone EMIA.**

Press contacts

Allianz Partners: FleishmanHillard: allianzpartners@fleishmaneurope.com

Bridgestone: Liesbeth Denys: liesbeth.denys@bridgestone.eu

About Bridgestone in Europe, Middle East, India and Africa

Bridgestone in Europe, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions.

Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region. Bridgestone EMIA operates 16 tyre plants, a major R&D centre, and a proving ground, and serves its customers in an extensive retail network with thousands of touchpoints.

Bridgestone offers a diverse portfolio of premium tyres, tyre technologies and advanced mobility solutions. The company's vision is to provide social and customer value as a sustainable solutions company. The Bridgestone E8 Commitment is a broad, global corporate commitment that clearly defines the value the company is promising to deliver to society, our customers and future generations in eight focus areas; Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business.

For more information about Bridgestone in EMIA, please visit www.bridgestone-emia.com and press.bridgestone-emia.com. Follow us on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).

About Allianz Partners

Allianz Partners is a world leader in B2B2C insurance and assistance, offering global solutions that span international mobility and assistance, international health and life and travel insurance. 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 19,800 employees speak 70 languages, handle over 64 million cases each year, and are motivated to go the extra mile to offer peace of mind to our customers around the world.

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