

Europ Assistance, Falck, RAC and VHD announce the creation of ERA Automotive, a new alliance in roadside assistance

Paris, October 10, 2017 – Europ Assistance, Falck, RAC and VHD – all major European-road services assistance providers – today announced the launch of the European Road-services Alliance (ERA Automotive), an exclusive partnership to enhance global coverage and unrivalled levels of technical expertise and customer experience in road assistance and related motoring services.

ERA AUTOMOTIVE, A PAN-EUROPEAN PARTNER IN ROADSIDE ASSISTANCE

By bringing together their individual expertise and respective geographical footprint, which stretches from Britain to the Nordics and Baltic countries and across all Continental Europe, Falck, RAC, VHD and Europ Assistance have founded a unique partnership for roadside assistance. This alliance, benefiting from a clear and distinctive identity, will cover 45 countries/territories in Europe representing in excess of 99% of new car registrations and is a leading supplier in all EU20 markets. “Thanks to our 339-year of combined experience in roadside assistance, our exclusive alliance creates a strong, reliable and proven partner of choice for motor manufacturers, leasing companies, fleets and insurers wherever they may be located in Europe”, explains Pierre Brigadeau, Group Chief Sales & Marketing Officer at Europ Assistance.

ONE NAME STANDING FOR SIMPLICITY, CONSISTENCY AND INNOVATION

Uniting under a common culture to achieve progress in roadside assistance, the four partners are committed to work together; to develop and share capabilities which enable us to offer innovative breakdown services consistently across Europe.

RAC Business Roadside Managing Director David Wallace adds: “Our new alliance is inspired by three common values. The first is innovation: new technologies are reshaping the automotive industry; this has forced us to re-think the way we have delivered our services in the past. Next comes simplicity: our mission is to help customers in complex situations; our common aspiration is to do it with the best customer experience. Last is consistency: we work in a global industry; when you drive a car you expect the same, seamless experience no matter where you are”.

A SIMPLIFIED RELATIONSHIP WITH OUR PARTNERS

With the four organisations in a committed partnership, the new alliance will ensure clear accountability, transparency and ease-of-business through a simplified pan-European account management. For automotive customers this will mean a single point of contact, better central steering and greater control over their motor assistance programs across Europe. “This exclusive partnership goes even further into the simplification of motor services. It provides one trusted partner for clients in need of a seamless and top-quality experience for their drivers, as we service directly through our fully owned local entities 99%

of all interventions in Europe” says Lars Vester Pedersen, CEO at Falck Assistance Nordic.

THE NEW ERA AUTOMOTIVE LOGO

The creation of ERA Automotive is accompanied by the launch of a new visual mark. “The new logo of ERA Automotive” concludes Peter Varenkamp, CEO at VHD “is the best summary of what our new partnership stands for: four lines with the colors of the four partners coming together like a cross-roads, to form a very distinctive, modern and universally known mark”.

ABOUT EUROP ASSISTANCE GROUP

Inventor of the concept of assistance founded in 1963, Europ Assistance Group is a trusted partner to millions around the world, relentlessly pioneering care and mobility services to improve people’s lives in the most difficult and stressful situations, securing peace of mind and independence. Thanks to our global network of a network of 750,000 approved providers and 35 assistance centers, we deliver non-stop caring through our 24/7 contact points and a culture which embraces technology as a way to become simpler and smarter for those who count on us. We globally support 300 million customers with stand-alone services or in combination with insurance coverage and solutions for day-to-day or emergency situations across five lines of business: Automotive, Travel, Health, Home & Family and Conciergerie & CRM. Leveraging its assistance and medical staff, the Europ Assistance Group carried out 11.8 million interventions and handled 72 million calls globally in 2016. In Automotive, Europ Assistance attended 6 million breakdowns last year. Part of the Generali Group, one of the world’s leading insurers, Europ Assistance Group employs 7,898 staff members across 34 companies around the world who support our customers, from individuals to largest corporations.

ABOUT FALCK

Founded in Denmark in 1906, Falck is an organization with more than 100 years of experience in assisting people in emergencies quickly and competently. As of 2016, Falck had operations in 46 countries on six continents and more than 38,500 employees working across activities including ambulance services with more than 2,500 vehicles globally, firefighting, medical and healthcare clinics, global travel assistance, offshore safety training and home- and roadside assistance. In roadside assistance, Falck has a strong foothold in the Nordic and Baltic countries with the highest standards for assisting motorists facing a breakdown. From a strong and proven model, Falck manages and develops a fleet of modern assistance vehicles which is always up-to-date with the latest equipment for towing and salvage. Falck’s roadside repair vehicles are ‘workshops on wheels’ with competent mechanics that can open locked doors, perform minor repairs, jump-starts, tyre changes or even drain incorrect or polluted fuel from fuel tanks. Altogether enabling Falck to fix the problem on the spot in most cases and let the motorist continue his or her journey.

ABOUT RAC

The UK's first and most innovative motoring services organisation with 120 years' experience, RAC provides the UK's widest range of motoring services. With circa 1,500 Patrols and prominent offices on key UK motorways, RAC is known for high quality customer service and repairing more than four in five vehicles at the roadside. RAC attends 2.3 million breakdowns every year for 8.6 million customers. RAC's renewed vision is to become 'the Motorist's Champion for the 21st Century' through a business-wide digital transformation that's leading the UK roadside services industry in connected car technology.

ABOUT VHD

The only 100% independent assistance company in The Netherlands. Every day, over 3.5 million motorists depend on VHD's breakdown services. VHD's operation includes over 800 certified Patrols, 1,000 mechanics and more than 2,000 replacement cars available 24/7. With almost 50 years' experience, VHD knows what it takes to deliver high quality of service, both domestically and abroad. VHD's quality standards are ensured through various independent certifications including ISAE3402 - type II, ISO27001 (Data Security), ITO (Customer Contact)