

AXA announces landmark deal with RACV

AXA Australia has announced a new offer which will reach more than 2 million Victorians.

The new deal with the Royal Automotive Club of Victoria means members of the RACV will have access to an exclusive discount on a range of AXA's insurance products.

The 5 per cent discount is valid to RACV members who take out new insurance from AXA's range of AXA Elevate's Life, Total and Permanent Disability and Trauma products.

AXA General Manager Financial Protection, Michael Rogers says the new partnership gives AXA the opportunity to reach a new audience and offer them a significant discount on their insurance needs.

"This is a landmark partnership for AXA and RACV. With RACV's incredible reach, we will be able to communicate the importance of insurance and help protect members with an exclusive and compelling offer," he said.

Mr Rogers said AXA's insurance business had a strong end to the year, recording its best results in more than 2 years. And this new initiative will ensure a strong start to 2011 as well.

"The investment into our insurance business is now paying dividends. We have enhanced our elevate offer, our online application and underwriting system is working well and the re-engineering of our claims and in-force policy services has put us amongst the leaders in the industry," he said.

Gordon Oakley, RACV General Manager, Member & Motoring Services welcomed the partnership.

"Life insurance is a large and on-going expense for many of RACV's two million members. As part of RACV's Show Your Card & Save* member benefits program, members now have the opportunity to receive a substantial ongoing discount on AXA's range of Life insurance products.

RACV has worked closely with AXA to secure an attractive offer for RACV members who told us they want more everyday savings through the Show Your Card & Save program.

We encourage members to do their research to work out what is best for them. However, if they find that one of AXA's products meets their needs, I am sure they will be pleased with the special price for RACV members.

*Show Your Card & Save is the world's largest member benefits program that offers RACV members discounts at participating businesses throughout Australia and the world.

Media contact, AXA Australia ; Michael Zappone 03 8688 3990.



redefining / insurance