



For immediate release

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## **Allianz Global Assistance wins Mazda used-car recovery contract**

- Roadside assistance extended to older cars
- Dealer network set to benefit from increased business
- Affordable service competes with established providers

Mazda UK has selected existing new car roadside assistance provider Allianz Global Assistance UK for a new programme that extends Mazda's three year complimentary Roadside Assistance service for new cars to owners of older Mazda cars that are between three and 10 years old and up to 100,000 miles. It means that over 325,000 owners of older Mazda cars will get the same level of roadside assistance that owners of new Mazda cars get for just £89.

This will reinforce Mazda UK's appeal as a franchise of choice since it has the potential to keep owners of older Mazda cars in the franchised network.

"We already provide extended warranty and approved used warranty services to Mazda and this new contract, further strengthens our partnership," said Lee Taylor, Chief Sales Officer from Allianz Global Assistance in the UK.

"Roadside assistance is a key retention product that dealers can sell directly to customers, offering them peace of mind as their vehicle gets older. Mazda will also encourage Mazda dealers to target customers directly through their new Vantage Point system, making it easier to promote the right services to the right customers and boost the efficiency of their aftersales team," said Taylor.

This contract win comes as Allianz Global Assistance continues to attract major car manufacturers looking to strengthen their added value proposition and enhance their customer experience.

David Wilson-Green, Mazda UK's Aftersales Director said: "As a leading provider of roadside assistance across Europe, Allianz Global Assistance can help us to offer the same high level of cover to many more Mazda customers, ensuring we continue to deliver the greatest level of service all our owners expect from our brand. Working closely with Allianz Global Assistance means we can focus on delivering a service that meets the changing needs of our customers in a highly competitive aftersales market."

- Ends -

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**For further information please contact one of the following:**

Graeme Fudge, PR Director / T: 01322 622 691 or via E-mail: [gfudge@mazdaeur.com](mailto:gfudge@mazdaeur.com)

Alison Terry, Senior Press Officer / T: 01322 622 713 or via E-mail: [aterry@mazdaeur.com](mailto:aterry@mazdaeur.com)

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International leader in Assistance, Travel Insurance and health, life & home care services, today Allianz Global Assistance counts more than 10,920 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 135 correspondents covering 150 countries. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents.

Website: [www.Allianz-Assistance.co.uk](http://www.Allianz-Assistance.co.uk)

**Press Contacts**

Justine Hoadley, Clare Watson, Ally Redding or Laura Welsh

HSL

Tel: 020 8977 9132

Email: [AllianzAssistUK@harrisonsadler.com](mailto:AllianzAssistUK@harrisonsadler.com)

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**Mazda Motors UK LTD**

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL

Tel: +44 (0) 01322 622 713 | Twitter @mazdaukpr

[info@mazda-press.co.uk](http://info@mazda-press.co.uk) | [www.mazda-press.co.uk](http://www.mazda-press.co.uk)