

AXA Assistance exhibits at the Tow Show

The annual Tow Show is the key event for the motor rescue industry which AXA Assistance cannot afford to miss. We were there again this year to meet our recovery operators – as we have been for the last 6 years.

AXA Assistance participated in the motor rescue and recovery show held from 25th to 27th June at the Telford International Centre, near Birmingham.

For Nigel Ashton, AXA Assistance UK Motor Network Manager, this year's show was physically smaller, as a reflection of the current economic climate. There was a simple stand for AXA Assistance as we were principally there to meet our network agents. Nigel adds: "For us the focus is always on talking to our suppliers, and this year, we did better than last year as we spoke to around a quarter of our recovery partners during the 2 and half days."

This year AXA Assistance gave the show special attention by sending several members of the Motor SBU. For Guy Schofield, General Manager of the Motor SBU, it is crucial that the company is well represented. "If we want to be credible in the eyes of our recovery agents, we need to prove to them that they are important to us by attending this kind of event as a significant team. Our motor network is key in our customer's assistance journey as they are the only people with face-to-face contact with the customer and give them the practical assistance they need."

For Nigel Ashton, the presence of different members of staff was much appreciated by the recovery operators. "They enjoyed having informal and more formal chats with staff in different roles and from different levels of the company. The feedback from our employees was also positive. It was nice for our customer service agents and our deployment agents to meet at last the "colleagues" they speak to on the phone on a daily basis. It is something that we will definitely repeat next year"

The date is in the diary for the 2010 show, with the same commitment and enthusiasm from AXA Assistance.

-Ends-

Notes to Editors:

May we ask you not to abbreviate 'AXA Assistance' and to publish 'AXA' in uppercase.

About AXA Assistance UK Ltd

In the UK, AXA Assistance has offered a wide range of assistance services since 1976 for a variety of international and national organisations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, banks, etc. Its 24/7/365 service centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 450 coordinators entirely dedicated to delivering high quality services to customers. AXA Assistance aims to develop flexible and tailor-made solutions to better suit customers' needs and, moreover, can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: www.axa-assistance.co.uk
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