

AXA Assistance UK reinforces its Rescue24™ fleet

After 2 years of successfully integrating part of its breakdown network, AXA Assistance expands the Rescue24 fleet with the purchase of 6 rescue vehicles and a motor bike.

Rescue 24, is deployed strategically in London and the North West regions of England and complements AXA Assistance's existing third party network. Rescue 24 currently employs 40 highly qualified and experienced technicians operating the fleet across the UK. In addition to rescuing customers on the road, Rescue 24 technicians also support the technical helpdesk for the 400 third party operators to help diagnose and repair customers' vehicles.

General Manager of the motor business unit, Guy Schofield, explains that the reinforcement of the Rescue 24 fleet is a key component of the company's strategic plan. "For the past 2 years we have been refining the Rescue 24 model to ensure we deliver excellent customer service whilst maintaining AXA Assistance's competitive position in the market."

Brian Barnard, Patrol Services Manager of Rescue 24, confirms that 8 out of 10 vehicles are repaired at the roadside. He adds: "Following these latest purchases, our fleet now comprises service vans equipped with RDT's (Rapid Deployment Trailer), specialist motorcycle rescue and recovery vans, spec lifts, slidebeds and a rapid response motorcycle. This equips us to deal with every situation our customers could be faced with, resolving the breakdown quickly."

AXA Assistance plans to increase the scale of Rescue 24 in line with its growth plan of doubling the size of the motor business by 2012. "We are on target to achieving this growth and reinforcing our position as one of the leading vehicle assistance companies in the UK," continues Mr Schofield.



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Notes to Editors:

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

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

AXA Assistance UK is authorised and regulated by the Financial Services Authority, firm number 439069.

AXA Assistance's headquarters are in Paris, France and it is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. AXA Assistance, founded in 1959 was one of the first assistance companies to open its doors. For more information on AXA Assistance please visit: www.axa-assistance.com