



Press Release / For immediate release
Redhill, 22nd January 2009

**AXA Assistance's integrated recovery service, Rescue 24,
provides expertise to BBC's "WatchDog"**

'Rescue 24', the integrated recovery service from AXA Assistance which provides its own capability to deliver a roadside rescue and recovery service for cars and motorcycles was asked for its expertise regarding imported Asian scooters BBC's "WatchDog" programme..

WatchDog investigates consumer issues on behalf of viewers, highlights consumers' rights and exposes scams and bad industry practice. The programme was broadcasted on Monday 17th November, at 7.30pm on BBC One.

After receiving several complaints about Asian mopeds, the WatchDog investigation team approached Rescue 24 requesting the expertise of our motorcycle technicians to provide the specialist knowledge needed to analyse the scooters.

Commenting on the show, Bernard Smith, Director of Rescue24 said: 'We at Rescue 24 pride ourselves in having specialist knowledge in both car and motorcycle repair. We were delighted to be approached by WatchDog and our technician demonstrated professionalism and a high level of competency within his field: his expertise was a credit to Rescue24.'

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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, bank companies, etc. Its 24/7/365 services centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 450 coordinators entirely dedicated to deliver high quality services to our 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 is headquartered in Paris, France and 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

About Rescue 24

Rescue 24 is the integrated recovery service from AXA Assistance that provides its own capability to deliver an exceptional roadside rescue and recovery service for cars and motorcycles using highly trained service technicians driving specially designed and equipped service vehicles.

Contact for press and communication:

[Sophie Rousseau / sophie.rousseau@axa-assistance.co.uk](mailto:sophie.rousseau@axa-assistance.co.uk)