

Press

Allianz – pioneer Supporter of the Decade of Action for Road Safety 2011-2020

- Formula One™ partner Allianz supports “Decade of Action for Road Safety 2011-2020” to translate safety features from the race track to public roads
- Both partners join forces in raising awareness of the global epidemic of road traffic injuries
- Allianz Center for Technology (AZT) to contribute the insurer’s know how and research

Allianz, the world’s largest car insurer with more than 50 million insured vehicles worldwide, starts a cooperation with the “Road Safety Fund” led by the FIA Foundation to support the “Decade of Action for Road Safety 2011-2020”. Starting May 2011 both partners see the opportunity to significantly raise public awareness for road safety issues and support new road safety legislation in a joint effort.

At the “Michelin Challenge Bibendum” conference in Berlin, Christian Deuringer (Head of Global Brand Management at Allianz SE), Michelle Yeoh (Global Road Safety Ambassador) and David Ward (Director General of the FIA Foundation and Joint Chairman of the Road Safety Fund) announced the signage of a cooperation contract

An estimated 1.3 million people each year are killed in road accidents and 50 million more are injured. Children are amongst the most vulnerable, with 1,000 young people killed every day. Unless immediate and effective action is taken, road traffic injuries are predicted to become the fifth leading cause of death worldwide, resulting in an estimated 2.4 million deaths each year.

“As the world’s leading car insurer, we feel a clear responsibility to communicate the importance of risk management and driver safety to a worldwide audience that is fascinated with automotive technology and interested in driving skills,” says Christian Deuringer, Head of Global Brand Management at Allianz SE. “In our cooperation with the Road Safety Fund, we envision a great occasion to demonstrate how safety issues translate from the race track to public roads.”

“With its commitment to increasing safety and its supplementing competencies in the field of road safety, Allianz is a perfect partner for the recently established Road Safety Fund and the Decade of Action for Road Safety,” says David Ward, Director General of the FIA

Foundation and Joint Chairman of the Road Safety Fund. "Allianz' global reach will spread the word about our joint initiative. Together, we hope to save millions of lives."

"Allianz Center for Technology (AZT Automotive) has been dedicated to improving vehicle safety already since the 1971," says Christoph Lauterwasser, Managing Director of the Allianz Center for Technology. "We helped to develop the seatbelt – and pushed to make it compulsory in Germany. But there is always more that can be done and together with the Road Safety Fund, we look forward to a fruitful collaboration."

Allianz will support the "Decade of Action for Road Safety 2011-2020" through cooperation in their safety-related campaigns on & offline. Formula One™ attracts millions of spectators per race and thus is the ideal platform to demonstrate the importance of the topic and capture the serious attention of an interested audience. Under the corporate mission "Drive Safely" Allianz are looking forward to working on various activities to promote the Decade going forward. Additionally, international journalists and media are continuously provided with relevant information on road safety, safe driving and the respective graphics, pictures and videos. Allianz employees around the world furthermore shall be invited to become ambassadors and active voices when it comes to safe driving. Through the www.drivesafely.allianz.com website, Allianz enables fans and the public to follow the Formula One™ season from the angle of safety and to gain insights into road safety in general.

About the Road Safety Fund, the Decade of Action for Road Safety and the FIA Foundation:

The Road Safety Fund, a global fund for road injury prevention, has been established by the World Health Organization and the FIA Foundation. It has been created to support the implementation of the United Nations' Decade of Action for Road Safety 2011-2020 by raising financial support from corporations, the international donor community and the general public. The Road Safety Fund is hosted by the FIA Foundation, a UK registered charity and donor foundation which works internationally to promote road safety. The UN Decade of Action for Road Safety 2011-2020 has been established by the United Nations General Assembly and aims to save five million lives worldwide by 2020 through improved road injury prevention, particularly in low and middle income countries which account for 90% of global road death and injury.

About Allianz and its road safety activities

Allianz' profile as an expert in road safety is based on years of in-house research and development. The Allianz Center of Technology (AZT) has been providing successful risk management, as well as accident and damage research, for over 80 years.

Allianz has also recently brought the road safety aspects to the forefront of its 12 year engagement in Formula One™, by being the first company to brand the Official Formula One™ Safety Car and Medical Car. As part of their team partnership with the MERCEDES GP PETRONAS Formula One™ team, the Allianz logo is also placed on the safety belt and the driver's head and neck support system (HANS). Consequently, Allianz has been the first to brand the pit lane, which is a symbol for the top priority of safety standards in Formula One™.

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For further information please contact:

Katerina Piro

Tel. +49.89.3800-16048

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About Allianz Group

Together with its customers and sales partners, Allianz is one of the strongest financial communities. More than 76 million private and corporate customers rely on Allianz's knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks.

In 2010 151,000 employees in 70 countries achieved total revenue of 106.5 billion Euros and an operating profit of 8.2 billion Euros. Benefits for our customers reached 91.4 billion Euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an ageing society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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No duty to update

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