

Press

Allianz strengthens Paralympic support in time for 2012 season

- Allianz becomes first “International Partner” of International Paralympic Committee (IPC)
- Six new local Allianz co-operations with National Paralympic Committees – now a total of eight countries involved: Australia, Bulgaria, Croatia, Germany, Ireland, Portugal, Switzerland, Turkey
- Allianz promotes motivation and strength of Paralympic Athletes

Prior to the London 2012 Paralympic Games, the International Paralympic Committee (IPC) and Allianz SE have announced a two-year renewal of their global partnership and its upgrade to “International Partner” status. At the same time, the new global contract is also relevant on a local level, incorporating six local partnerships between National Paralympic Committees and Allianz companies, bringing the number of partnerships up to eight.

After five years as Gold Patron of the IPC and National Supporter of the German National Paralympic Committee (Deutscher Behindertensportverband, DBS), Allianz SE now becomes the first “International Partner” of the IPC.

“For the past five years, the IPC and Allianz have grown together through a mutually beneficial partnership,” says Sir Philip Craven, President of the IPC. “They are an extremely active and loyal partner who continues to contribute towards the aims of the Paralympic Movement. We are delighted that they are extending their involvement with the IPC by becoming our first “International Partner” and also supporting eight National Paralympic Committees as “National Supporter”.”

On a local level, the Paralympic cooperation now includes six new partnerships in addition to the existing partnerships in Germany and Portugal, making Allianz a Paralympic Partner in eight countries. The National Paralympic Committees (NPCs) of Australia, Bulgaria, Croatia, Ireland, Switzerland and Turkey now designate Allianz as “National Supporter”.

“There is a strong link that ties Allianz to the Paralympics,” says Werner Zedelius, member of the Board of Management of Allianz SE. “The topics of health, rehabilitation and reintegration after a casualty are part of our daily business. 650 million people worldwide are living with a disability, but disability is an issue not only for those directly affected: one in four Europeans has a family member with a disability. Extending your view on co-workers, neighbors and friends, you will find that disability is an issue that concerns all of us.”

As part of its Paralympic partnership, Allianz actively promotes the Paralympic Movement and aims to reduce social reservations towards disability and sports. Under the motto "Sharing Paralympic Knowledge" information on Paralympic Sport disciplines is distributed widely. An emotional campaign titled "Believe in Yourself" encourages the public and staff members to identify with the inspiring achievements of the Paralympic Athletes. Seminars and talks for Allianz employees with Paralympic Athletes are part of the successful sponsorship package.

"Allianz sees the Paralympic Athletes as role models for true motivation and as the most credible personalities to give advice on managing personal crises," explains Joseph K. Gross, Head of Group Market Management at Allianz SE. "Paralympic Athletes help us understand our customers' needs even better by seeing how sport helps people master their personal challenges".

In 2006, Allianz entered the partnership with the IPC as "Gold Patron" and with DBS as "Official Partner of the German Paralympic Top Team". The claim "Motivation to move on. Strength to move up" serves as a guiding principle for all Allianz activities related to the Paralympics partnership. With its renewed engagement, Allianz will continue bring the Paralympic Community forward and focus even more strongly on the motivation and strength of the Paralympic Athletes.

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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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