

**MONDIAL ASSISTANCE WINS MAJOR VOLVO CONTRACT**  
**Volvo Assistance package brings a new level of customer focus**

Volvo has appointed Mondial Assistance in the UK as roadside assistance provider for new and used cars, bringing its customers an added value service from a proven provider. In a three year deal, Mondial Assistance will be the power behind Volvo Assistance, a bespoke roadside assistance programme, designed to bring owners the same quality of service they have come to expect from the Volvo brand.

Mondial Assistance's transparent branding and focus on customer service, was a key aspect for Volvo in its choice of provider. Working closely with Volvo, Mondial Assistance will be helping its dealers offer their customers added value benefits to enhance brand loyalty and retention levels. Through its extensive network of roadside technicians and vetted and approved recovery operators, Mondial Assistance offers a high level of customer care that will reflect Volvo's individual brand values, as well as technical and product knowledge.

"Volvo Assistance has been created to give Volvo dealers the competitive edge in a tough market," explains Russell Holloway of Volvo Car UK Limited. "Our partnership with Mondial Assistance means we can offer Volvo owners a new level of roadside assistance. The service includes one year of comprehensive roadside assistance cover from the first date of registration of a customer's vehicle in the UK and Continental Europe. As it nears expiry, customers will automatically be invited to extend this cover with a Volvo Assistance Insured policy, strengthening our aftersales customer relationships across our dealer network."

Mondial Assistance's Emergency Service centres are manned 24 hours a day, every day of the year, by experienced multilingual staff, providing customers with vital support when they need it most and strengthening their confidence in the Volvo brand. Volvo Assistance will also arrange recovery of the customer's vehicle if the problem cannot be resolved at home or the roadside. By bringing vehicles back into the dealer network, Volvo Assistance gives dealers the opportunity to upsell products and services, further building customer relations and loyalty.

Customers benefit from onward travel, hotel accommodation, car hire and vehicle collection, as well as parts delivery and a message service, ensuring Volvo delivers the best level of service in the worst circumstances. Mondial Assistance will also email Volvo dealers to notify them of vehicles inbound for repair and vehicles that have had a temporary repair, ensuring they stay in control.

“Once again Mondial Assistance has proven to be the first choice for major motor manufacturers looking for the best quality roadside assistance for their customers,” says Lee Taylor, Automotive Director for Mondial Assistance in the UK. “This is a significant contract and we will be working closely with Volvo to deliver a breakdown assistance package that enhances the ownership experience and boosts customer retention levels.

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**Mondial Assistance: an intervention every 2 seconds around the world.**

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International leader in Assistance, Travel Insurance and health, life & home care services, today the Mondial Assistance Group counts more than 10 231 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

[www.mondial-assistance.com](http://www.mondial-assistance.com)

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