



News Release

MONDIAL ASSISTANCE IRELAND WINS KIA ROADSIDE ASSISTANCE CONTRACT

Mondial Assistance Ireland (MAI), the Irish subsidiary of the world's leading international assistance provider, Mondial Assistance Group, has been awarded a major new contract with Kia Motors Ireland. MAI will be providing roadside assistance to Kia Motors Ireland's customers as their customer care package, which includes vehicle warranty and roadside assistance.

"Kia is the fastest growing motor manufacturer in the world, making this a key win for Mondial, endorsing the high quality roadside assistance schemes we provide", confirmed Martin Lyons, Director General Manager, MAI. "Renowned for its innovation, design, quality and value, Kia Motors Ireland has chosen MAI to deliver the highest level of care to its customers when they are out on the road. An integral part of Kia Ireland's customer care package, customers will benefit from MAI's expert breakdown assistance cover in Ireland and the rest of Europe for the ultimate peace of mind."

Under the new agreement, MAI is helping Kia Ireland gives its customers added value by providing roadside assistance across the entire Kia range. This includes the new C-Segment Kia cee'd which offers customers a 7 year warranty, in addition to 3 years road side assistance. All other models offer a 3 year vehicle warranty in addition to the MAI. Models covered include the Picanto and Rio, the Kia Sportage and Sorento 4x4s, as well as the Carens and Carnival MPVs.

James Brooks, Managing Director of Kia Ireland comments, "Mondial Assistance Ireland's expertise as an international roadside assistance provider made it the obvious choice to ensure we continue to deliver the level of service our customers expect from the Kia brand. The fact that Mondial has a dedicated Irish-based operation gave us further reassurance that the specific needs of Kia Motors Ireland customers could be understood and met. Roadside assistance is a key part of our warranty package and we are delighted to be working with MAI to offer Kia owners in Ireland a premium level of care."

-ENDS-

January 2007

Note to Editors

Mondial UK is a leading provider of customer support services to the motor and travel industries, insurance companies and other blue chip organisations. As a member of the global Mondial Assistance Group, Mondial UK provides services to customers 24 hours a day, wherever they are all over the world.

The Mondial Assistance Group, part of the world's largest insurance company Allianz of Germany, provides customer care contact to over 200 million individuals world-wide. Many of the world's leading organisations benefit from Mondial Group services each year, ranging from Motor Assistance, Customer Information and Care Contact, Marketing Programmes, Fulfilment, Breakdown and Accident Management, Warranty Services, Travel Insurance and Assistance, Property Assistance and Advice Lines.

For further press information please contact:

**Lauren Helm, Claire Foster, Parm Evans or Wendy Harrison
HSL
Tel: 020 8977 9132 or email claire@harrisonsadler.com**

Press Office:
Harrison Sadler Limited

Tel: +44(0) 020 8977 9132
Fax: +44(0) 020 8977 5200