



PRESS RELEASE

#TheValueOfBeingDirect
#TheOneWhoLovesYouMost

LINEA DIRECTA ENTERS THE PET SEGMENT WITH A COMPREHENSIVE PET INSURANCE POLICY FOR €4.99 A MONTH, 25% BETTER THAN THE SECTOR AVERAGE

- **Spain is a country of pets: 9.3 million dogs and 5.8 million cats back up this claim. With the aim of meeting the imminent obligation to insure dogs, established by the Animal Welfare Law, Línea Directa Aseguradora is entering the pet segment and launching its most comprehensive dog and cat insurance at the best price on the market, for €59.90 a year (equivalent to €4.99 a month).**
- **The pet insurance includes up to €300,000 of civil liability, management of fines and administrative sanctions, legal defence and claims for damages, as well as advice on the pet's daily life, e-prescriptions and an innovative televeterinary system with video consultations and a chat, including veterinary emergency care 24 hours a day, 7 days a week.**
- **The comprehensive insurance policy also includes compensation for loss or theft of the pet and coverage of various expenses: help in managing a search in the case of a lost pet, veterinary treatment and hospitalisation in the case of an accident, compensation in the case of death due to accident or being run over and the costs of putting the pet down due to an incurable disease, as well as burial or cremation.**
- **Línea Directa Aseguradora's new pet insurance offers two types of coverage plans: Comprehensive for €59.90 a year (equivalent to €4.99 a month) and Essential for €39.90 a year, 25% better than the market average.**
- **With this launch, Línea Directa is moving forward in its multi-product strategy with which it seeks to respond to all customer needs and which the company sums up under the slogan "The value of being direct".**

Madrid, 20 May 2024. Nobody can deny that Spain is a country of pets: **9.3 million dogs and 5.8 million cats back up this claim**, according to data from the Spanish Veterinary Industry Census Study and the National Association of Pet Food Manufacturers, Anfaac. In the last five years alone, the total number of dogs and cats has grown by 60% and far exceeds the number of children under 9 years of age, who currently number 4.1 million according to the latest INE data. For many owners, dogs are just another member of the family. In fact, according to the study [**"From pets to fur babies: Spain's new Animal Welfare Law"**](#), presented last December by **Línea Directa Aseguradora**, 42% of pet owners consider their pets to be a family member and more than 7% consider them to be a child.

In this context, the new **Animal Welfare Law** is not only the first government legislation to regulate the conditions for the adoption, ownership and care of pets, but also **obliges owners to take out civil liability insurance for their pet, regardless of its breed, as well as to take a free training course.** Despite this, **30% of pet owners in Spain admit that they do not yet have such an insurance policy**, although **more than half of the owners (52%)** are



in favour of the protection offered by civil liability coverage for possible mishaps involving their pet.

The new law, in the absence of regulatory development, makes it compulsory to take out pet insurance and, in the event of failure to comply with this obligation, the owner or proprietor may face penalties ranging from 500 to 10,000 euros.

With the aim of responding to the Animal Welfare Law, **Línea Directa Aseguradora has just launched its most comprehensive pet insurance (dogs and cats)**, with all types of coverage, for any breed of animal and regardless of its age, all at the most competitive price, **25% better than the sector average** for similar products.

Línea Directa's Comprehensive Pet Insurance includes differential coverage such as claiming of fines and management of penalties, advice for the pet's day-to-day life, **televeterinary service with video consultations and chat, including veterinary emergency care 24 hours a day, 7 days a week**, all year round, and provision of e-prescriptions.

As part of the advice service included in the product, Línea Directa offers owners guidance on the compulsory **training course** for dog ownership. In addition, in the event of a fine, the insurance provides compensation of up to €50 for a re-education course.

This insurance also includes up to **€300,000 in civil liability** for possible damage caused by the **pet, compensation for loss or theft of the animal** and **coverage of various expenses**. The latter includes help in the management of the search in the case of a lost pet, veterinary treatment and hospitalisation due to accident, stay in a kennel for pets whose owner is hospitalised or if the owner's home is uninhabitable due to fire, water or burglary, compensation in case of death due to accident or being run over, the costs of putting the pet down due to incurable disease, as well as burial or cremation and the costs of cancellation of trips due to the death of the pet.

The price of the **Comprehensive Insurance** is **€59.90 a year**, equivalent to **€4.99 a month**. The price of the **Essential Insurance**, which includes civil liability, legal defence and claims for damages, management of fines and penalties, televeterinary service and e-prescriptions, is **€39.90** a year, 25% better than the sector average for comparable policies.

Línea Directa's entry into the pet segment with a specific and comprehensive product, in line with the recent launches of the Personal Mobility Insurance and the Squatter Protection Policy, is part of the **company's multi-product strategy and positioning**, which it sums up under the slogan "The value of being direct" and with which it aims to respond to all customers' insurance needs, offering policyholders useful, high-value products and services.

In the words of **Diego Ferreiro, Commercial Director of Línea Directa Aseguradora**, "we continue to innovate in order to build a multi-product offering that responds to the demands of policyholders at all times. With our new pet insurance, we are entering a market that offers us ample growth potential with a high-value and very competitive offering that not only provides a solution for dog owners in view of the new Animal Welfare Law, but also meets the needs of pet owners in a comprehensive manner."

More information about Línea Directa Aseguradora's pet insurance:
<https://www.lineadirecta.com/seguro-mascotas/>

This initiative applies to the following **Sustainable Development Goals**:



About Línea Directa

Línea Directa Aseguradora is one of the main insurers of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, homes and health. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCOS Companies ranking.

For **more information**: <https://www.lineadirectaaseguradora.com/>

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