

## **LÍNEA DIRECTA ASEGURADORA IS COMMITTED TO SUSTAINABILITY WITH "LLÁMALO X", THE FIRST COMPREHENSIVE INSURANCE WITH A CAR INCLUDED**

- **After selling out the first phase of "Llámalo X" in record time, the company is launching the second phase of the product with a focus on sustainability with highly sought-after hybrid models, including the Toyota CH-R 125 Advance, among other options.**
- **"Llámalo X", the first comprehensive insurance with a car included, is sold as a single *pack* at an unbeatable price: €269 per month for the Toyota C-HR and €199 for other more affordable options.**
- **The product includes a courtesy car, roadside assistance, servicing and maintenance of the car, tyre changes or vehicle taxes.**
- **With the new launch, the company will have marketed almost 800 insurance policies with a car included in just a few weeks, as the "Llámalo X" launch offers end when the *stock* of vehicles reserved for the product runs out.**
- **With "Llámalo X", Línea Directa has created a new category in the car sector, with a proposition that represents a paradigm shift in the insurance sector and addresses the current mobility needs and changes in the vehicle industry.**
- **The product is part of Línea Directa Aseguradora's Comprehensive Mobility Plan, which guarantees mobility for all the company's customers.**

**Madrid, 8 April 2021.** The economic uncertainty caused by the Covid-19 pandemic and the severe restrictions on mobility imposed by all authorities have severely affected the vehicle industry, which last year recorded a **drop in vehicle registrations of more than 32%** compared to the previous year. In addition to these sales figures, the lowest since 2013, there has also been a **change in mentality**, as people are increasingly looking for mobility alternatives based on flexibility and sustainability.

Aware of this, last September **Línea Directa Aseguradora** presented "**Llámalo X**", a revolutionary product that represented a **paradigm shift in the Spanish car market**. This is because it isn't a car with insurance included as an offer, but the other way round, which helps to enhance the value of the insurance industry and offers drivers a fantastic mobility solution at an unbeatable price.

The first phase of "**Llámalo X**", which sold out in just a few days, included a high-performance Nissan Qashqai for €249 per month, with no upfront and final payments and the best insurance cover. In view of the **high demand** for the product, the company is now launching a second phase that includes **agreements with Toyota and other brands** and increases the number of vehicles available and the models offered. Between the two launches, the company **will have marketed almost 800**

**insurance policies with a car included** in just a few weeks, as the "Llámalo X" launch offers end when the *stock* of vehicles reserved for the product runs out.

### **Commitment to sustainability**

The second phase of "**Llámalo X**", in collaboration with ALD Automotive, a leading company in its sector, features a **hybrid vehicle** that's in great demand in the market: the **Toyota C-HR 125 Advance**, highly rated for its design, efficiency and features. The price is **€269 per month**, which is a **25% saving** compared to the market average for similar products. What's more, "Llámalo X" offers more urban-oriented and even more competitively priced models: €199 per month with no deposit or final payments.

Línea Directa's insurance has **Comprehensive** cover with an excess of €180, and has the quality guarantee of the Línea Directa Group, as it offers the most complete cover, such as a **courtesy car and roadside assistance**. The cars sold include **maintenance, servicing, tyre changes and vehicle taxes**, among many other benefits.

The marketing of the product, as was the case in the first phase, will be **100% digital**, as sales of this all-inclusive insurance will be carried out online, although it will be coupled with telephone support from the company.

**Mar Garre, Head of People, Communication and Sustainability at Línea Directa Aseguradora** says that, "With *Llámalo X*, Línea Directa is once again changing the paradigm of the insurance sector, as it's the first insurance with a car included on the market. In this sense, we'll continue to strive to build sustainable, flexible, personalised and quality mobility for all our customers".

### **Línea Directa Aseguradora Mobility Plan**

"**Llámalo X**", the first comprehensive insurance with a car included, is one of the main assets of Línea Directa Aseguradora's **Comprehensive Mobility Plan**, which features significant customer and employee initiatives based on flexibility, sustainability, digitisation and connectivity.

The plan, presented in 2018, includes a service that guarantees the mobility of all policyholders beyond replacement vehicle cover, and so the company is making **more than 1,000 Audi A1s** available to them at its network of garages, a service that lasts for the entire repair period and does not entail any cost. Línea Directa also has the "**Respira (Breathe) Policy**", the first insurance policy especially designed for electric cars, with exclusive guarantees and coverage, and also has various agreements with bike sharing and car sharing fleets in various Spanish cities and capitals.

### **About Línea Directa Aseguradora**

[Línea Directa Aseguradora](#) is currently the 5th largest car insurer in Spain and specialises in the direct sale of car, motorbike, corporate, freelancer and home insurance. Línea Directa Aseguradora is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. It also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

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