



Daimler Financial Services AG names Zurich "Insurer of the Year"

Zurich, August 31, 2012 – Zurich Insurance Group (Zurich) today announced that Daimler Financial Services AG has named Zurich the “2011 Insurer of the Year” in the automotive segment. This is the second time Daimler Financial Services has presented the award. The company selected Zurich to receive the award because of its outstanding solutions for the auto insurance sector. “Our award is designed to promote competition among our strategic partners in the insurance industry and to honor excellent performance,” said Hanns Martin Schindewolf, CEO and Chairman of Daimler Insurance Services GmbH, during the award ceremony in Zurich on Friday. “Zurich proved to be a truly outstanding distribution partner last year.” The premium volume of automobile-related insurance policies managed by Zurich and distributed by Daimler rose by 58 percent to EUR90 million in 2011. Zurich also distinguished itself through a high level of reliability, an extensive focus on service, and exceptional innovative capability.

Automobile-related insurance remains a strategic growth sector for Daimler Financial Services. “Every driver needs insurance — and we want to make automotive insurance with the star a standard feature of Daimler vehicles,” said Schindewolf.

Auto insurance policies brokered by Daimler offer numerous advantages to customers, who can conveniently sign up for the policies they need right at the dealership. Customers also benefit from the exclusive terms that can only be obtained through cooperation between vehicle manufacturers and insurance companies. Daimler’s cooperation with Zurich makes it possible to offer more favorable premiums to customers who opt for vehicles with extensive safety systems. Customers can also enjoy the feeling of security that comes with knowing that if their vehicle is damaged, it will be repaired at an authorized Mercedes-Benz service center that uses only genuine parts. Among other things, this ensures that the car will retain a higher value. In addition, customers are usually issued a Mercedes-Benz replacement vehicle while their car is being repaired. Zurich and Daimler are constantly working together to further improve the brand experience.



Cooperation with Daimler benefits the insurer as well. “Zurich’s cooperation with Daimler allows us to approach customers right at the dealership and explain to them the various advantages and details of our policies,” said Thomas Hürlimann, CEO Global Corporate at Zurich, during the award ceremony. “We can also develop special offers with Daimler that would not be possible without close cooperation with an automaker. We’re very pleased to be honored with this award — but we also view it as an incentive to continue growing with Daimler in the area of distribution cooperation for innovative insurance solutions for the automobile industry and its customers.”

Daimler Financial Services currently cooperates with about a dozen strategic partners in the area of auto insurance. The company is already working with Zurich regarding distribution in 14 countries. Daimler Financial Services sold more than 500,000 automobile-related insurance policies in the first half of 2012, which marked an all-time high for the company.

About Daimler

Daimler AG is one of the world’s most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world’s biggest manufacturer of commercial vehicles with a global reach. Daimler Financial Services provides financing, leasing, fleet management, insurance and innovative mobility services. The company’s founders, Gottlieb Daimler and Carl Benz, made history with the invention of the automobile in the year 1886. As a pioneer of automotive engineering, Daimler continues to shape the future of mobility today: The Group’s focus is on innovative and green technologies as well as on safe and superior automobiles that appeal to and fascinate its customers. For many years now, Daimler has been investing continually in the development of alternative drive systems with the goal of making emission-free driving possible in the long term. So in addition to vehicles with hybrid drive, Daimler now has the broadest range of locally emission-free electric vehicles powered by batteries and fuel cells. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment. Daimler sells its vehicles and services in nearly all the countries of the world and has production facilities on five continents. Its current brand portfolio includes, in addition to the world’s most valuable premium automotive brand, Mercedes-Benz, the brands smart, Maybach, Freightliner, Western Star, BharatBenz, Fuso,



Setra and Thomas Built Buses. The company is listed on the stock exchanges of Frankfurt and Stuttgart (stock exchange symbol DAI). In 2011, the Group sold 2.1 million vehicles and employed a workforce of more than 271,000 people; revenue totaled €106.5 billion and EBIT amounted to €8.8 billion.

High resolution pictures of the ceremony will be available from 15 hrs. CEDT on www.zurich.com/multimedia.

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Zurich Insurance Group (Zurich) is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt program which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

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