

Global Automotive Clubs

**Affinity Marketing Opportunities for Financial Services
Institutions and Other Organisations**

Report Prospectus

September 2011

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Prospectus contents

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What is the research?

Global Automotive Clubs: Affinity Marketing Opportunities for Financial Services Institutions and Other Organisations is a report about automotive clubs around the world and the affinity and partnership marketing opportunities that such entities offer to financial services institutions (especially banks and insurance companies) and other organisations. In particular, the data collected for this study suggests that around 170 million consumers - equivalent to around 3.8% of the world's adult population - are members of an automotive club, and that the total membership of these clubs continues to expand steadily as vehicle ownership levels increase.

Automotive clubs are potentially attractive partners for banks, insurance and assistance companies, and other organisations for several reasons. These include: that they tend to have a high number of members relative to other affinity groups in any given country; that their membership is often made up of consumers with above average wealth (by virtue of the fact that they are also vehicle owners); that their intrinsic link to vehicle ownership also means that they are well-suited to marketing initiatives for financial services related to vehicle ownership; and that they often possess comparatively strong customer databases, which can be utilised for marketing purposes.

Indeed, this study is the world's first ever systematic analysis of automotive clubs and is based on research covering 150 such entities active across a very wide range of countries.

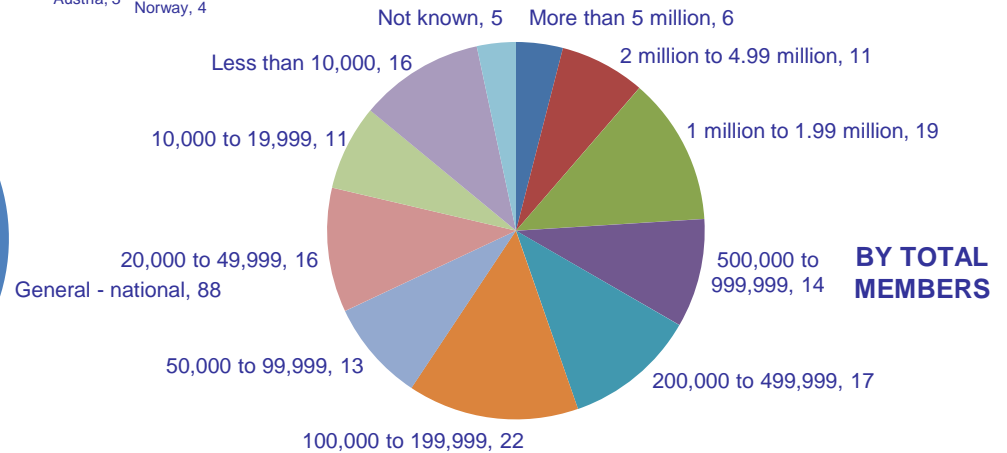
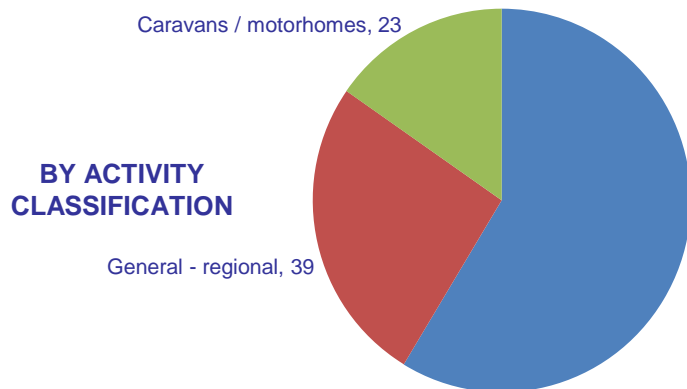
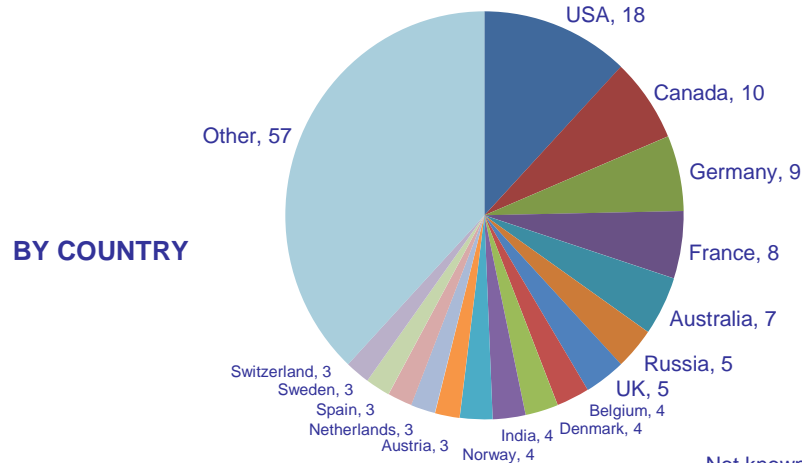
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What methodology has been used?

Finaccord's research for this report was carried out between May and July 2011. In total, 150 of the world's leading automotive clubs were investigated, breaking down by country, activity classification and total members as shown in the pie charts overleaf. This research is related to Finaccord's ongoing analysis of consumer automotive financial services worldwide which is instrumental in identifying some of the clubs covered by this study.

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How do automotive clubs surveyed break down?



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Which automotive clubs have been researched?

Automotive clubs included in the research are:

112 Ukraine	AASI	AMSCG	Camping Clube do Brasil	HKAA	RAA
A24	AAUI	AMSM	CCB	IATC	RAAT
AA (UK)	ABA	AMSS	CCC	JAF	RAC
AA Ireland	ACA (USA)	AMZS	CCF	KAA	RACB
AA New Zealand	ACA (Argentina)	ANETA	CMC	KATC	RACC
AA South Africa	ACAFA	ANWB	Confederazione Italiana Campeggiatori	KNA	RACE
AAA Allied Group	ACAR	ARBÖ	CPA	KNAC	RACQ
AAA Arizona	ACC	ARCD	CSAA	KS/AUXILLIA	RACT
AAA Carolinas	ACCHI	Assistancekåren	CTAA	KVDA	RACV
AAA Colorado	ACE Auto Club Europa	Automobile Club du Midi	DAA	LAMB	RACWA
AAA Michigan	ACI	Automobile Club of Russia	DAH	LAS	RAF
AAA Mid-Atlantic	ACL	AvD	DCC	MAK	SATC
AAA Minnesota / Iowa	ACMF	BCAA	DCK	MEMSI	SBA
AAA Missouri	ACNF	BIHAMK	DCU	Motor Caravanners Club	SCCV
AAA New York	ACO	CAA - Atlantic	Drive America	Motormännens Riksförbund	SF-Caravan
AAA Auto Club South	ACP	CAA - Manitoba	Eesti Autoklubi	NAC	TACP
AAA Auto Club of Southern California	ACR	CAA - Niagara	ELPA	NAF	TACPY
AAA Texas	ACS	CAA - North and East Ontario	Family Campers and RVers	NB	TCB
AAA Washington	ACU	CAA - Québec	FDM	NCC	TCS
AAC	ACV	CAA - Saskatchewan	FEAA	NCC	TŞOF
AAEI	ADAC	CAA - South Central Ontario	FFACCC	NRMA Motoring & Services	ÚAMK
AAM	AL	CAA (China)	FFCC	ÖAMTC	VAB
AANT	All-Russian Society of Motorists	CAA (Cyprus)	FIB	ÖCC	VCD
AAP	AMA (Canada)	Caravan Club	Forensis Autóklub	PFCC	VKT
AAS	AMA (Mexico)	Caravan Club of Sweden	HAK	PZM	WIAA

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What is the report structure?

0. *Executive Summary*: providing a concise evaluation of the principal findings of the report.

1. *Introduction*: offering rationale, description of methodology and other related notes.

2. *Club Overview*: comprising a global overview of the 150 automotive clubs researched including analyses of the launch history, growth and total membership number of such schemes worldwide followed by coverage of the financial services promoted by these clubs with separate consideration given to major insurance and assistance products (e.g. motor insurance, household insurance, travel insurance / assistance), other insurance and assistance products (e.g. boat insurance, legal assistance), and banking products (e.g. savings accounts, credit cards).

3. *Club Profiles*: for each of the 150 automotive clubs investigated, this section contains an information snapshot including launch year and membership data details, and details of provision of and partnerships for road assistance, motor insurance, caravan / motor home insurance, household insurance, home assistance, travel insurance / assistance, pet insurance, accident insurance, health insurance, life insurance, business insurance, other insurance types, other assistance types, savings accounts, mortgages, consumer finance, credit cards, and pre-paid cards.

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What are the key features of the research?

Key features of this report include:

- the world's first ever report systematically investigating the global development of automotive clubs, including national, regional and specialist clubs;
- for the vast majority of the clubs researched, availability of foundation year and total membership data, illustrating the degree to which they have been successful in attracting members;
- unique analyses plotting the growth in outright number and combined membership of automotive clubs worldwide;
- detailed coverage of the degree to which insurance providers, assistance companies and banking institutions are working with automotive clubs as affinity partners for selling financial services;
- identification of captive and joint venture underwriters of insurance and assistance products that are either owned outright or in part by automotive clubs.

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How can the research be used?

You may be able to use this report and the PartnerBASE™ that accompanies it in one or more of the following ways:

- gain access to a reliable and detailed source of information that will provide you with comprehensive information about a major type of affinity partner that exists in the majority of major developed and developing economies;
- understand which automotive clubs are the largest, which have been established most recently, and which have achieved the highest rate of penetration within their target market;
- appreciate which financial products are offered by each automotive club and the insurance, assistance and banking partners that they work with in this context;
- develop an international strategy for your own financial institution or other consumer-facing organisation to create partnerships with automotive clubs, benefiting from knowledge of what your competitors are doing in this field.

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How can the PartnerBASE™ be used?

Club name	Abbreviation	Country	Year launched	Offered?	Operating model	Partner(s)
Automobil Clubul Roman	ACR	Romania	1904	Yes	Multiple partners	Astra, OMNIASIG
Automobile Club de Suisse	ACS	Switzerland	1898	Yes	Multiple partners	Orion, Zurich
Automóvil Club del Uruguay	ACU	Uruguay	1918	Yes	Multiple partners	BSE, Chartis
Automobil-Club Verkehr	ACV	Germany	1962	Yes	Single partner	DEVK Versicherungen
Allgemeiner Deutscher Automobil-Club	ADAC	Germany	1903	Yes	Joint venture	ADAC Autoversicherung

Annotations:

- Select country:** Points to the Country column.
- Filter by year launched:** Points to the Year launched column.
- Choose financial product:** Points to the Offered? column, with **MOTOR INSURANCE** circled.
- Look up specific clubs:** Points to the Club name column, with **Automobil-Club Verkehr** circled.
- Choose operating model:** Points to the Operating model column, with **Joint venture** circled.
- Identify existing product partners:** Points to the Partner(s) column, with **Orion, Zurich** circled.

Note 1 - other searchable fields include activity classification and approximate number of members.

Note 2 - other financial products covered include road assistance, caravan / motor home insurance, household insurance, home assistance, travel insurance / assistance, pet insurance, accident insurance, health insurance, life insurance, business insurance, other insurance types, other assistance types, savings accounts, mortgages, consumer finance, credit cards, and pre-paid cards.

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Who can use the research?

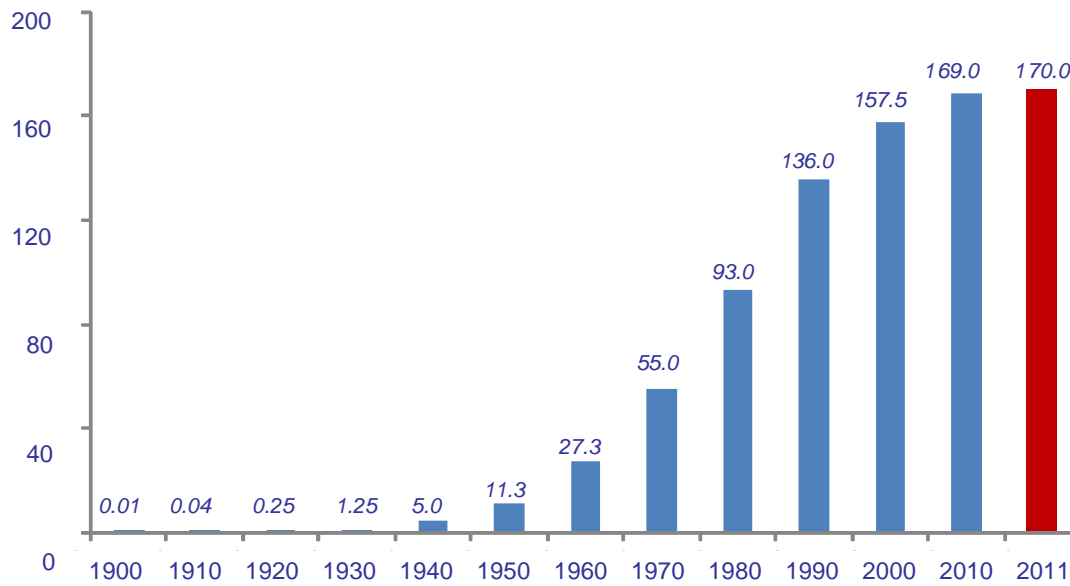
1. *Automotive clubs:* in spite of the fact that automotive clubs possess a combined number of members worldwide of approximately 170 million, this report is, in effect, the first ever worldwide review of your market;
2. *Assistance companies:* road assistance is the principal activity and original rationale for most automotive clubs but not all run this service themselves and others are diversifying into new areas such as home assistance, legal assistance and medical assistance;
3. *Insurance companies:* although automotive clubs are most frequently involved in marketing motor, household and travel insurance, numerous other types of insurance are also distributed through this channel including accident and health insurance, life insurance and business insurance;
4. *Banks and payment card issuers and networks:* Finaccord's research establishes that at least one co-branded payment card has been developed in association with 53 (35.3%) of the 150 automotive clubs investigated - partnerships between issuers and networks are detailed in full;
5. *Management consultancies:* are you helping a client firm to understand its own strategy with respect to automotive clubs? This study will provide you with rapid global insight into the subject, saving time and effort on researching the subject yourself.

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What are some of the key findings?

1. Propelled by increasing levels of vehicle ownership, the total number of members of automotive clubs worldwide is estimated at 170 million in 2011

Estimated number of members of automotive clubs worldwide (million)



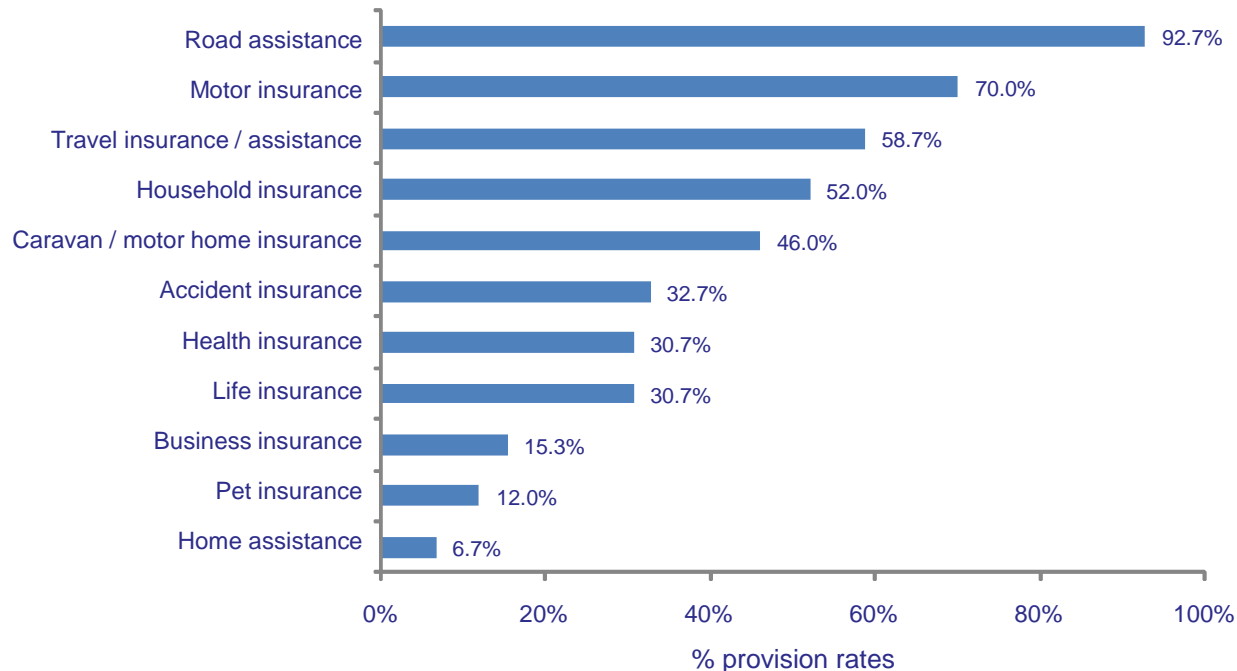
Note - data is estimated using the information gathered for the 150 automotive clubs investigated for this report as a basis with no adjustment made for individuals who are members of more than one club.

Source: Finaccord PartnerBASE™ for Global Coalition Automotive Clubs

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What are some of the key findings? (cont.)

2. In addition to providing road assistance services, automotive clubs are often active in selling various forms of insurance

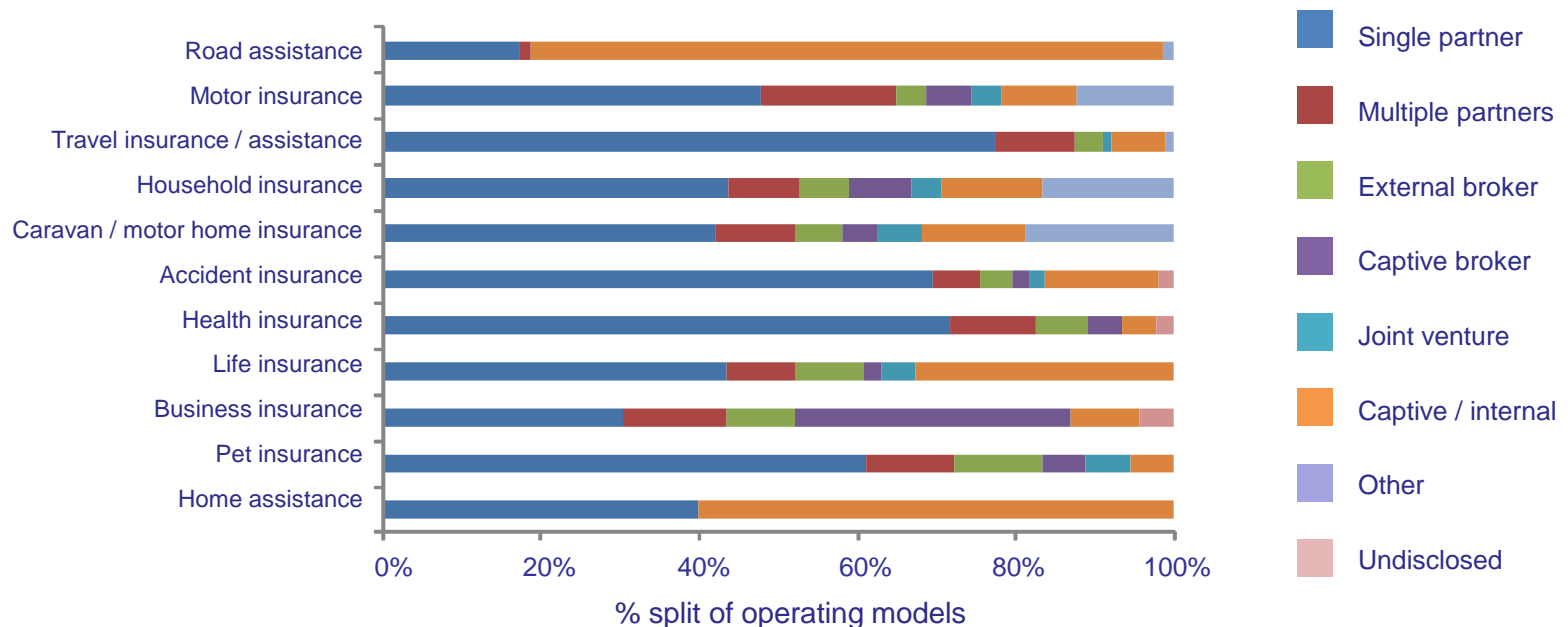


Source: Finaccord PartnerBASE™ for Global Automotive Clubs

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What are some of the key findings? (cont.)

3. Automotive clubs utilise a range of different operating models to provide insurance and assistance services including captive and joint venture arrangements



Source: Finaccord PartnerBASE™ for Global Automotive Clubs

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What are some of the key findings? (cont.)

4. Key findings from the executive summary include:

- in descending order, the world's five largest automotive clubs are ADAC of Germany, Japan's JAF, the UK's AA, Drive America of the USA, and RAC in the UK - however, if the clubs affiliated to the American Automobile Association (AAA) are counted as a single entity then their combined membership, at around 52.7 million, would be by far the highest;
- usually, automotive clubs are independent although some have private sector owners - for example, the UK's AA has been owned since 2007 by Acromas Holdings, the same country's RAC was acquired from Aviva by Carlyle Group in June 2011, China's CAA has been owned outright by Insurance Australia Group since 2003, and the Auto Club Chile was formed in 2009 as a result of a joint venture between the Automóvil Club de Chile and Spain's RACC;
- however, in general, the affinity opportunity for banks, insurance and assistance companies, and other organisations derives from distribution partnerships and joint ventures rather than full ownership
- nevertheless, there is little compelling evidence to suggest that insurance providers have looked at automotive clubs as a global marketing and distribution option: rather, initiatives are most typically made at a national level by the local subsidiaries of international insurance groups or by other insurance entities focused on the specific country in question.

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What is the cost and format?

Global Automotive Clubs: Affinity Marketing Opportunities for Financial Services Institutions and Other Organisations is available as a standard *Adobe Acrobat* PDF document and / or hard copy. The *PartnerBASE™* that accompanies it at no further charge is in *Microsoft Excel* format. Costs for this research set and selected other comparable, international titles are as follows:

REPORT	COST *	FORMAT
Global Automotive Clubs: Affinity Marketing Opportunities	GBP 1,995	c. 185 pages
Automotive Finance and Leasing for Consumers in Europe	GBP 2,495	c. 365 pages
Consumer Automotive Financial Services in Emerging Global Markets	GBP 3,995	c. 380 pages
Extended Warranties for New and Used Cars in Europe	GBP 2,495	c. 240 pages
Fleet Insurance and Assistance in Europe	GBP 2,995	c. 350 pages
Global Coalition Loyalty Programs: Affinity Marketing Opportunities	GBP 1,995	c. 145 pages
Home Emergency Insurance and Assistance in Europe	GBP 2,495	c. 240 pages
Manufacturer-Branded and Dealer-Intermediated Motor Insurance and Road Assistance in Europe	GBP 2,495	c. 360 pages

** VAT at the prevailing rate will be added to the basic price for UK-based buyers except for where the request is for hard copy only. Costs quoted are for a single office, single country license only. For corporate user license options, please see the next slide for further details.*

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How can the research be purchased?

Simple! Just go to the relevant area of the Finaccord web site available at www.finaccord.com/order_global_apmr.htm and fill in the online order form, clearly indicating:

- report required
- type of corporate user license, if required *
- billing name
- address and e-mail address
- purchase order number, if applicable

Please allow up to one working day for the delivery of electronic copy by e-mail.

* For the **corporate user license** please choose one of the following options:

1. One office, one country: no supplement over and above basic cost of reports ordered
2. Multiple offices, one country: additional 20% over and above basic cost of reports ordered
3. Multiple offices, two to ten countries: additional 50% over and above basic cost of reports ordered
4. Global (unlimited offices in unlimited countries): additional 100% over and above basic cost of reports ordered

VAT at the prevailing rate will be added to the price of any corporate user license acquired by UK-based buyers.

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