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## New brand identity for IAG

IAG (Insurance Australia Group) has launched a new brand identity as the company looks to differentiate itself in an increasingly competitive market.

Incoming IAG Managing Director and CEO Peter Harmer said the new identity, which also removes “Insurance Australia Group” from its logo, better reflects the Group’s regional presence and signals a new phase for the company.

“While Australia is our largest market, our organisation has a significant presence in New Zealand and an increasing presence in key Asian markets so it’s important this is reflected in our brand.

“Brand recognition plays an integral role in telling the IAG story, so our visual identity must be distinctive, modern and engaging, reflecting our future aspirations and supporting our plans to engage with a broader set of stakeholders,” Mr Harmer said.

“We also want to strengthen the link between IAG and its customer brands to differentiate us from our competitors. Our research shows customers value knowing who stands behind the insurance brands they choose, particularly the financial security, strength and scale that comes from being backed by IAG.”

The IAG group of companies include: NRMA Insurance, CGU, SGIO, SGIC, WFI and Swann Insurance (Australia); NZI, State, AMI and Lumley (New Zealand); Safety and NZI (Thailand); AAA Assurance (Vietnam); and Parolamas (Indonesia). IAG also has general insurance joint ventures in Malaysia, India and China.

For more information on IAG please visit [www.iag.com.au](http://www.iag.com.au).

### About IAG

IAG is the parent company of a general insurance group with controlled operations in Australia, New Zealand, Thailand, Vietnam and Indonesia, employing more than 15,000 people. Its businesses underwrite over \$11.4 billion of premium per annum, selling insurance under many leading brands, including: NRMA Insurance, CGU, SGIO, SGIC, Swann Insurance and WFI (Australia); NZI, State, AMI and Lumley (New Zealand); Safety and NZI (Thailand); AAA Assurance (Vietnam); and Asuransi Parolamas (Indonesia). IAG also has interests in general insurance joint ventures in Malaysia, India and China. For further information please visit [www.iag.com.au](http://www.iag.com.au).

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