

Accidents Happen, Even to the Best Drivers

ING Insurance says responsible drivers shouldn't be penalized for bad luck

One bad day behind the wheel does not make you a bad driver. And, if an accident does happen, you should not be afraid to make an insurance claim. These beliefs are at the core of the ING Responsible Driver Guarantee, an innovative offer to New Brunswick drivers from Canada's leading insurance provider.

The ING Responsible Driver Guarantee was created to provide peace of mind the first time a driver has an at-fault accident. ING Insurance customers, who buy their insurance through independent brokers, can submit a claim with the knowledge that their premiums and good driver rating will remain unchanged as a result of this accident. Why? Because ING Insurance believes you shouldn't be penalized for having bad luck and you should not be afraid of making a claim. "And, contrary to other products currently available on the market, if you have a second accident, we will treat it as if it was your first," said Alan Blair, Chief Operating Officer of ING Canada for the Atlantic Region. "It's as if the accident never happened. Customers will even keep their claims-free renewal discount!"

According to Blair, insurance should bring peace of mind and ING Insurance strives to meet this expectation with innovative offers such as its Responsible Driver Guarantee. "More Canadians do business with us, and more brokers recommend us than any other insurance provider for a reason - we know what our customers want and how our brokers can best serve them, because we listen to them."

That's the reason ING developed this protection, available to qualifying drivers who have been continuously licensed and accident-free for seven years or more. The ING Responsible Driver Guarantee, which is now available to New Brunswick drivers, is offered through ING Insurance's network of insurance brokers for \$3.33 a month. Even better news: any qualified driver who has been protected by ING Insurance for five years or more will automatically benefit from this advantage free of charge. "At ING Insurance loyalty means something and we plan to reward it", said Blair.

Another advantage offered by ING Insurance is its exclusive ING Claims Service Guarantee: if you are involved in an accident and need to make an emergency claim, you can call any time, 24/7, and you will be put in touch with an ING Insurance representative within 30 minutes – guaranteed. If not, ING will send you a cheque for the amount of your annual premium up to \$1000. If you wish, you also have access to a number of ING-approved repair experts in your community, whose work ING Insurance guarantees. If the job isn't done right, we will pay to have your car repaired again, at no charge to you.

For more information on the ING Responsible Driver Guarantee, go to www.responsibledriver.com.

ING Insurance is the largest auto, property and liability insurer in Canada with a network of more than 2,800 independent insurance brokerages. It is part of ING Canada (TSX: IIC), which provides insurance products to individuals and businesses through ING Insurance and other subsidiaries.

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