

The ranking is in: Canadians recognize Grey Power as a leader in customer satisfaction

TORONTO, Aug. 30 /CNW/ - Grey Power, an industry leader in providing auto and home insurance to mature Canadians, achieved the highest rank among auto insurance companies in the private full-coverage segment, according to a recent customer satisfaction study conducted by J.D. Power and Associates®.

"This ranking signifies that our efforts in the area of customer satisfaction are paying off," said Catherine Smola, President of Grey Power Insurance Brokers Inc. "I am delighted that Canadians draw a parallel between our esteemed brand and high levels of customer satisfaction."

According to the study, Grey Power scored 756 on a 1,000 point-scale, 38 points above the industry average, and the only auto insurer to receive five out of five Power Circle Ratings in each category. The company performed particularly well in the areas of price/premium, billing, and claims.

The 2010 Canadian Auto Insurance Customer Satisfaction StudySM was conducted by J.D. Power and Associates® and is based on responses from nearly 10,000 auto insurance policyholders. The third annual study measures auto insurance policyholder experiences with primary insurers among five factors: customer service, price/premium, policy offerings, billing/payment, and claims.

About Grey Power

Grey Power is the industry leader in providing auto and home insurance to mature Canadians. Grey Power recognizes it takes years of skill and experience to achieve a good driving record and rewards that experience with substantial savings through the Experience Advantage™. With Grey Power, Canadians not only save on their insurance but also get superior service and expert advice. Grey Power products are provided by Trafalgar Insurance Company of Canada, which is a member company of Intact Financial Corporation (TSX: IFC), the country's largest provider of automobile, home and commercial insurance.

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