



Press release – March 2023

The specialist CAAREA breaks down the barriers of automotive affinity insurance with a unique global positioning

CAAREA disrupts the automotive affinity insurance market.

By becoming an international MGA, the company opens up unparalleled underwriting, distribution and guarantee capacities to insurance, financing and automotive professionals. **A first in this strategic sector!**

13th March 2023 – CAAREA's automotive affinity insurance is a global solution of scalable protection. For the past 20 years, CAAREA has been building and supporting insurance companies, financiers and car manufacturers with guarantees for the vehicle, the capital it represents, and the continued mobility of its occupants. Thanks to its position as an international MGA, CAAREA is now able to support its partners throughout the world.

Enough to change the strategy and opportunities of insurers, financiers and manufacturers!

Thanks to CAAREA's international MGA scope, **each player of the automotive ecosystem can have a real capacity to design, build and deploy under his name its own strategy and affinity products. All in real time.** This solution, technically supported by **three of the world's top five reinsurers**, responds to a strong demand that the insurance market could not fully address. This will enable automotive players to regain control of their insurance strategy, and benefit from a new lever to increase their sales and generate additional revenue.

CAAREA's priority markets now include Eastern Europe, where the automotive sector is becoming mature, Scandinavia, which is a champion of electric vehicles, and then South America. Already present via its hub in South Korea, a bridgehead for its activity in China and India, CAAREA can now directly support local players, with a design and distribution capacity for affinity products.

A visionary position in the automotive affinity insurance market

"Choosing an MGA means guaranteeing the mastery of an expertise exclusively focused on the technical and behavioral analysis of a specific risk. Our success can be measured by our ability to underwrite the most matured risks in terms of volume, but also the most innovative ones, such as new energies. But designing innovative insurances and services is not enough. You have to know how to deploy them in the networks and thus break the sales constraints that are often too strong. This is what CAAREA IT enables us to do. With its dual expertise in MGA and Insurtech and its unique ability to operate internationally, CAAREA is transforming the affinity insurance market", **Bruno Labuzan, founder and CEO of CAAREA.**