



linea directa

PRESS RELEASE

LÍNEA DIRECTA STRENGTHENS ITS "CAR + HOME FORMULA" CAMPAIGN AND INCLUDES COVERAGE AGAINST SQUATTING IN ITS COMBINED CAR AND HOME INSURANCE OFFERING

- **Línea Directa Aseguradora has launched a new campaign for its "Car + Home Formula," the company's offering that rewards the combined purchase of automobile and home insurance policies, ensuring savings in insurance premiums and providing valuable coverage gifts for customers.**
- **As a novelty, among these guarantees for customers who choose to bundle their car and home insurance with Línea Directa, the "Hogar Despreokupado" coverage, protection against illegal occupation of homes launched by the insurer in 2023, is now included at no additional cost.**
- **This coverage adds to the tire coverage that Línea Directa already offered for free to customers opting to package their car and home insurance, covering repair or replacement with up to 400 euros per wheel.**
- **The commercials and creatives for this and future campaigns will feature an anonymous character named "Un Tipo Directo" (A Direct Guy), who will convey the benefits for customers of the company's business model, summarized by the insurer under the slogan "El valor de ser directo" (The value of being direct).**
- **With this promotion, Línea Directa Aseguradora continues to reinforce its position as a multi-product insurance company and its strategy for acquiring and retaining policyholders.**

Madrid, 12 February 2024. [Línea Directa Aseguradora](#) launches a new campaign around its innovative insurance convergence concept called "**Car + Home Formula**", introduced to the market a year ago. This campaign guarantees savings on insurance premiums by bundling automobile and home policies with the insurer.

Starting now, **customers who contract both policies jointly will also receive, at no additional cost, coverage against illegal occupation of homes** from Línea Directa, the only such coverage available in the market. With this, the company reinforces its position as a multi-product insurer and its strategy for customer acquisition and retention.

Since the launch of the "Car + Home Formula," marking the **first step by an insurer in Spain towards policy packaging or convergence**, customers who purchase both car and home insurance from Línea Directa at the same time, regardless of the policy start date, benefit from premium savings and receive two of the most appreciated coverages by policyholders.

On one hand, there is the **tire coverage**, in addition to the company's Roadside Assistance, which covers repair or replacement in case of breakage, accidental deformation, puncture, or blowout, with up to 400 euros per tire.

Now, in addition, Línea Directa Aseguradora adds to these advantages of bundling both policies its "**Hogar Despreokupado**" coverage, the only comprehensive coverage in the market in Spain against illegal occupation of homes. With this coverage, the policyholder receives **legal assistance** to regain possession of their home and various **economic compensations** for damages suffered, including damage to the property, utility expenses, and loss of rental income, among others. Overall, the product combines coverages worth approximately 33,900 euros.

The launch of this coverage in 2023 also saw extraordinary commercial acceptance, with **6 out of 10 new Home policyholders from Línea Directa Aseguradora choosing to include it in their policy**. With the aim of promoting and rewarding the connection and loyalty of policyholders, the entity, which has 3.4 million customers, will now include it at no additional cost for those who choose to bundle their car and home insurance with the company.

Advantages of a direct and multi-product company

The first television advertisement for the new "Car + Home Formula" campaign has been airing since **Sunday, February 11**. Línea Directa will also broadcast radio spots, undertake various digital marketing actions, and explore new advertising formats on different platforms, channels, and media, aligning with its current marketing strategy. For this campaign, the company has collaborated with agencies Sioux & Cyranos as the responsible agency for ATL (Above the Line), Pixel & Pixel as the digital creative agency, and Havas as the media agency.

Throughout the campaign's creatives, which maintain the brand's characteristic simple and approachable humor, Línea Directa will feature an anonymous character named "**Un Tipo Directo**" (A Direct Guy). This character will convey to the general public, in a simple and friendly manner, **the advantages that Línea Directa's direct business model offers customers** in terms of **proximity, unique products, service quality, and competitive prices**, summarized by the company with **the claim "El valor de ser directo"** (The value of being direct).

About Línea Directa Aseguradora

Línea Directa Aseguradora is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, homes and health. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking.

For **more information**: <https://www.lineadirectaaseguradora.com/>

Santiago Velázquez - 682 196 953
santiago.velazquez@lineadirecta.es

Moncho Veloso - 660 124 101
moncho.veloso@lineadirecta.es

Follow us on:

