

LÍNEA DIRECTA WILL REIMBURSE COST OF ROADWORTHINESS TEST FOR NEW CUSTOMERS

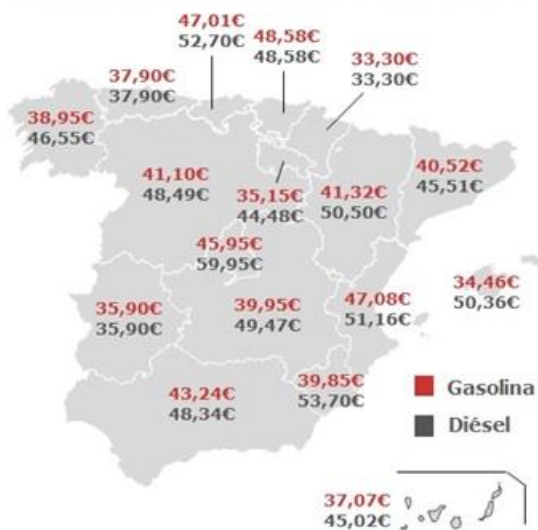
- **Línea Directa Aseguradora is launching a new advertising campaign with measures to help policyholders in the face of financial difficulties caused by the pandemic.**
- **The company will refund the price of their roadworthiness test (ITV, due to Spanish initials) for cars that take out insurance with Línea Directa during the promotion and have to pass their test during the first year of the policy. This will save customers between €33 and €60 depending on the autonomous community they reside in and the type of vehicle.**
- **This measure is in addition, in parallel, to the recent advertising campaign launched by Línea Directa Aseguradora that groups together the company's greatest assistance in car, motorbike and home insurance policies for both new and current customers, under the slogan 'A real guarantee that you will pay less'.**
- **Línea Directa is thus reinforcing its commercial positioning as an insurer capable of offering policies with the best cover at very competitive prices.**

Madrid, 1 March 2021.- As a continuation of the range of measures included in the recent 'A real guarantee that you will pay less' campaign, [Línea Directa Aseguradora](#) is now launching a new advertising promotion for 2021 with another unique offer for policyholders. The company will bear **the cost of their roadworthiness test (ITV, due to Spanish initials) for vehicles that take out insurance with Línea Directa**, a measure with which the insurer is reinforcing its differential value of offering the best cover at the best price while helping drivers a time as difficult as the one we are experiencing as a result of the COVID-19 pandemic.

The campaign, which includes an ad starring the renowned journalist **Matías Prats**, involves refunding the price of the pertinent roadworthiness test depending on the engine size and the autonomous community. The promotion will apply to private vehicles that take out insurance with Línea Directa during the campaign, are at least four years old and have to pass the mandatory roadworthiness inspection during the first year of the insurance policy.

The cost of the mandatory roadworthiness test varies depending on the autonomous community of residence and whether the car runs on diesel or petrol. Based on this, the measure launched by Línea Directa Aseguradora will **save between €33 and almost €60 for the company's customer.**

COSTE MEDIO DE LA ITV POR CC.AA. Y SEGÚN MOTORIZACIÓN



This new advertising campaign is parallel to and not cumulative with the other one recently launched by the insurer under the slogan **'A real guarantee that you will pay less'** that groups together Línea Directa Aseguradora's greatest assistance for car, motorbike and home insurance for both new and current customers. This group of measures aims to **improve the price offered to the customer by their current company** on renewal, **breaking down the policy** into the payment periods that the insured party wants, **exempting** freelancers who have been

forced to close their business from paying part of the price of their insurance and **discounting a percentage of the premium** for any insured parties who have travelled fewer kilometres in their car than they declared when taking out their insurance.

According to **Mar Garre, Línea Directa Aseguradora's Director of People, Communication and Sustainability**, "At Línea Directa, we are always aiming to differentiate ourselves and this campaign proves that once again. This is the first time an insurer will reimburse the price of their roadworthiness test to new customers, providing value where the driver can truly perceive it. In this way, we are helping our customers to meet a mandatory expense related to their car, while helping to improve their safety by knowing that their vehicle is in good condition for driving."

You can download the video of the new Línea Directa Aseguradora campaign [at this link](#) or watch it [here on YouTube](#).

About Línea Directa Aseguradora

Línea Directa Aseguradora is currently the 5th largest car insurer in Spain and specialises in the direct sale of car, motorbike, corporate, freelancer and home insurance. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. It is currently operating in the health sector with a new brand built on digitisation and rewards for policyholders.

<http://info.lineadirecta.com/>

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

Moncho Veloso - 606 124 101
moncho.veloso@lineadirecta.es

