

The Nuez brand is integrated into Línea Directa

- **The operations and portfolio of Nuez, the Línea Directa Group insurance brand specialising in the digital arena and social media, will be integrated into Línea Directa Aseguradora as of 13 January.**
- **This incorporation, as part of the Group's Digital Transformation Plan, will not affect policies currently in force that have already been taken out by Nuez customers, who will be looked after as usual by Línea Directa.**
- **Now that Nuez's main objectives have been met, Línea Directa has decided to extend digital processes and support to all of the Group's business lines, so it does not consider it necessary to maintain a second brand for operating exclusively in this channel.**

Madrid, 10 January 2019.- Nuez, the Línea Directa Group insurance brand that specialises in social media and the digital arena, **will integrate its operations and its portfolio** into Línea Directa Aseguradora as of **13 January**.

The decision, as part of the **Línea Directa Digital Transformation Plan**, will not affect cover or policies currently in force that have already been taken out by Nuez customers, who will be looked after as usual by the company. Línea Directa considers that the time has come to unify *digital know-how* in a single brand, driving operational efficiency and simplifying its offer.

This decision will not have any consequences as regards business set-up, since Nuez is a **trademark** that belongs to Línea Directa Aseguradora and has no legal personality of its own.

According to **Miguel Angel Merino, CEO of Línea Directa**, "Nuez came about as a way to develop new channels for interacting with digital consumers and was envisaged as our ideas lab in the *online* arena. During this time, Nuez has provided Línea Directa with a different business perspective, which undoubtedly brings very valuable knowledge for maintaining Línea Directa as the disruptive company in its sector in the digital arena too."

About Línea Directa

[Línea Directa Aseguradora](#) is wholly owned by Bankinter. It 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 also offers health insurance, through a new brand built on digitisation and rewards for policyholders.

For more information, please contact:

Línea Directa Aseguradora - <http://info.lineadirecta.com>



Santiago Velázquez - santiago.velazquez@lineadirecta.es

Tel.: 91 807 20 15/682 196 953

Ricardo Carrasco - ricardocarrasco.perez@lineadirecta.es

Tel.: 91 807 19 67/682 38 75 33

Emilio Rabanal - [línea.directa@bcw-global.com](mailto:linea.directa@bcw-global.com)

Tel.: 91 384 67 00/633 490 473

Follow us on:

