



línea directa

## **PRESS RELEASE**

# **LÍNEA DIRECTA PROVIDES 150 FREE HOME TRANSFER SERVICES PER YEAR TO YOUNG DRIVERS WHO HAVE CONSUMED ALCOHOL**

- **The service "Young-persons night time assistance" by Línea Directa Aseguradora offers free transfer to their home to the insured under 26 years of age, if they have drunk alcohol and are not in the right state to drive their vehicle.**
- **Young people included in the car policy can call a taxi to take them home and have their car towed. The service is free of cost on any day of the week between 12 a.m. and 7 a.m.**
- **The company seeks to reduce the victims of traffic accidents and promote responsible driving among young people; and has already provided more than 1,800 taxi and towing services, with an average of 150 transfers per year.**
- **Línea Directa Aseguradora has incorporated the "Young-persons night time assistance" service into its new advertising campaign, which focuses on showcasing the company's direct model and its multi-branch offer, including innovative, differential and useful products and services for customers.**

**Madrid, 5 October 2022.** The "**Young-persons night time assistance**" service by [Línea Directa Aseguradora](#) has been providing an average of 150 transfers per year: drivers under 26 years of age are taken home for free if they have consumed alcohol and are not in the right state to drive their car, and their vehicle is towed home. With this benefit for its customers, the Línea Directa Group **commits to responsible driving among young people, and seeks to reduce the victims of traffic accidents.**

Driving under the influence of alcohol and other substances continues to pose a challenge for road safety in Spain. **Nearly half of the drivers killed in traffic accidents last year had consumed alcohol**, drugs or psychotropic drugs. And 75% of them showed a very high blood alcohol level, according to the 2021 Report on Toxicological Findings in Victims of Traffic Accidents by the Spanish Institute of Toxicology and Forensic Sciences (INTCF). For younger drivers, fatal accidents primarily happen over the weekend and at night.

In order to help tackle this situation, Línea Directa Aseguradora launched "Young-persons night time assistance", an innovative solution of night-time assistance and transfer designed especially for drivers under 26 years of age who have drunk and are not in a safe state to drive.

The service can be requested **any day of the week between 12 a.m. and 7 a.m.** and anywhere in the Spanish geography, and covers transfers of up to 25 kilometres between the point of origin and the driver's home. To access the service, the driver

must be included in the policy of the insured vehicle and have taken out the Travel Assistance cover.

Specifically, Línea Directa Aseguradora offers free **taxi journeys for the driver to their home**, as well as free **towing of their vehicle** to a location chosen by the customer. Young people must be next to their car when assistance arrives.

Young drivers can apply for "Young-persons night time assistance" an unlimited number of times without penalty to the insurance's price. The company has already provided more than 1,800 taxi and crane services, an average of 150 transfers of drivers and their vehicles per year.

### **Multi-branch offer and useful and differential cover**

The company has incorporated the promotion of "Young-persons night time assistance" into its new advertising campaign. Under the slogan "**The value of being direct**", the campaign stresses the advantages for customers of the direct model, as well as the **innovative cover** and the **excellent service** that, as a large multi-branch insurance group, Línea Directa offers in all its lines of business (Car, Home and Health).

Together with this service, the Group's new ads on leading media highlight cover options like its specific policies for electric cars, travel assistance cover for pets, the handyman service at home, computer assistance and free telemedicine insurance.

In the words of **Mar Garre, Head of People, Communication and Sustainability at Línea Directa Aseguradora**, "one of our main commitments as a company is to help to reduce accidents and traffic victims, both through the social action of the Línea Directa Foundation and through our insurance products. With this innovative night-time assistance and transfer service, we want to raise awareness about the incompatibility between alcohol and driving, and we are offering young drivers a real and no-cost alternative to drinking and driving."

### **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, and homes. Línea Directa is among the 100 Spanish companies with the best reputation, according to the MERCO Empresas ranking. In 2017, it entered the Health insurance sector with a new brand focused on digitalisation and rewards for its policyholders.

To learn more: <https://lineadirectaaseguradora.com>

#### **Santiago Velázquez**

[santiago.velazquez@lineadirecta.es](mailto:santiago.velazquez@lineadirecta.es)

Tel.: 682 196 953

#### **Moncho Veloso**

[moncho.veloso@lineadirecta.es](mailto:moncho.veloso@lineadirecta.es)

Tel.: 660 124 101

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