



linea directa

PRESS RELEASE

LÍNEA DIRECTA CLIMBS EIGHT PLACES AND IS AMONG THE 40 COMPANIES WITH THE BEST REPUTATION IN SPAIN, ACCORDING TO THE 2023 MERCO COMPANIES RANKING

- **Línea Directa Aseguradora has risen eight places - to number 40 - in the league table of companies with the best reputation in Spain, according to the 2023 MERCO Companies and Leaders league table published by the Corporate Reputation Business Monitor (MERC0).**
- **Línea Directa Group improved its position by one place in the classification for the insurance sector and now has the third best reputation of any insurance company nationally.**
- **The company has improved its position in the overall ranking in Spain by fourteen places in the last two years. This improvement results from the entity's strategy to position itself with its stakeholders as a major multi-branch insurance group, emphasising its customer-centric vision and focus on innovation, its leadership of the digital transformation and its commitment to sustainability.**

Madrid, 28 June 2022. [Línea Directa Aseguradora](#) has again improved its position in the **2023 MERC0 Companies and Leaders** ranking, which was released today by the Corporate Reputation Business Monitor (MERC0), consolidating its position among the companies with the best reputation at the national level.

Línea Directa Group has **risen eight places compared to last year**, ranking **40th in the overall ranking for Spain out of 100** companies. The Group has risen by 14 places in this reputation index in the last two years.

The company also rose one position in the league table for the Spanish insurance sector, now having the **third best reputation of any insurance company in the country**.

The MERC0 monitor, a benchmark in Spain and Latin America because of its methodology, ranks the **100 companies and 100 leaders with the best reputations in Spain in 2023**, based on exhaustive and detailed analysis of more than 53,781 surveys, 7 evaluations and 26 sources of information. This year, MERC0 increased the samples of the stakeholders involved. The 2023 ranking involved 1,153 managers of large companies, 813 experts from the business world, 400 heads of SMEs, 43,331 employees, university students, university and business school professors and human resource managers, and 8,002 members of the public, among other groups.

The improvement in Línea Directa's position is due the company's **ambitious corporate strategy** over recent years to communicate its status as a **major multi-branch insurance group** to its customers, employees, investors and all stakeholders, highlighting its **customer-centric vision, focus on innovation, leadership in the digital transformation** and **integration of sustainability throughout its operations**

and culture, fostering the environmental, social and governance dimensions from within the organisation.

About Línea Directa Aseguradora

Línea Directa Aseguradora is the fifth 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 reputations, according to the MERCO Companies ranking. In 2017, it joined the health sector with a new brand built on digitisation and rewards for policyholders.

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

This initiative applies to the following **Sustainable Development Goal**:



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