

蒙迪艾尔以人为中心勾画了新标识

关爱 - 职业 - 紧密相连 - 主动意识
蒙迪艾尔宣称其价值观



2006年6月8日 巴黎 - 今天，蒙迪艾尔集团-国际旅行保险与救援行业的领先者，宣布推出了新的公司标识。这个新的图标仍保留了创建于1974年的原图标的几个重要元素。

新图标继续沿用红颜色，保留这个风格是因为红色是代表集团紧急业务这一特性，而新标识在其中心位置衍生组合了一个人物形状的样式，旨在表达集团的一切活动都更加以人为中心，满足人们的需要并体现对人的关爱。此外，标识中“Mondial Assistance”的新字体也唤起了人们的激情和时代感。

这个新的标识将作为集团第一个模块用来提升在国际上的认知度。

价值所在的宣称

对蒙迪艾尔的信任是建立在其员工职业水准基础之上的 - 他们的前瞻意识，他们的庞大的网络，紧密相连及关怀他人，这些是用来传递高质量的服务水准。蒙迪艾尔在传达这些核心价值的同时，我们的员工，服务商及股东也在分享这些价值所带来的益处，并在集团全球范围内的各个团体中得以充分应用。

集团的所用成员公司都将逐步地在相关传播资料中使用新标识。而且，从现在开始，集团大部分的全球网站也将展示这个新的图标。

蒙迪艾尔执行委员会总裁 Klaus Dührkop 宣称：“我们的业务就是服务于人们，而新标识恰恰充分反映了我们这个商务模式的人性化的特征。我们共同的价值理念反映了公司的独有的特征，个性和一种企业文化，这种价值观给我们的服务和能力注入了新的动力，更好地为客户服务”。

Mondial Assistance Group: an intervention every 3 seconds, anywhere in the world.

Worldwide leader in assistance, travel insurance and personal services, today Mondial Assistance Group counts nearly 8,000 staff members speaking over 40 languages. They work throughout the world in collaboration with a network of 400,000 service providers and 240 correspondents. 250 million people, or 4% of the world population, benefit from the Group's services, which it proposes on 5 continents in over 25 countries. The Group mainly operates under its three international brands: ELVIA, Mondial Assistance and World Access.

Mondial Assistance Group is a member of the Allianz Group through AGF and RAS International, each holding a 50% capital stake. www.mondial-assistance.com

Press contacts:

Mondial Assistance China
Darren Smith Tel. : +86 10 84 47 59 72

Cautionary Note Regarding Forward-Looking Statements:

Certain of the statements contained herein may be statements of future expectations and other forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties which could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words "may, will, should, expects, plans, intends, anticipates, believes, estimates, predicts, potential, or continue" and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Allianz Group's core business and core markets, (ii) performance of financial markets, including emerging markets, (iii) the frequency and severity of insured loss events, (iv) mortality and morbidity levels and trends, (v) persistency levels, (vi) interest rate levels, (vii) currency exchange rates including the Euro - U.S. Dollar exchange rate, (viii) changing levels of competition, (ix) changes in laws and regulations, including monetary convergence and the European Monetary Union, (x) changes in the policies of central banks and/or foreign governments, (xi) the impact of acquisitions (e.g. Dresdner Bank), including related integration issues, and (xii) general competitive factors, in each case on a local, regional, national and/or global basis. Many of these factors may be more likely to occur, or more pronounced, as a result of the event on, and following, September 11th, 2001.