



PRESS RELEASE

FOR IMMEDIATE PUBLICATION

Québec consumers not up on their insurance products

Québec insurers and Option consommateurs
unveil the first guide simplifying
automobile and home insurance

Montréal, April 26, 2007 – A survey conducted this spring for the Insurance Bureau of Canada (IBC) and the Groupement des assureurs automobile (GAA) reveals a striking paradox: despite their belief that they have a very good or rather good handle on their automobile and home insurance coverage, most Québec consumers are ill informed.

Recognizing that there was a need to increase public awareness, the IBC, GAA and Option consommateurs have proudly teamed up to produce a guide entitled *All About Automobile Insurance—All About Home Insurance*. It is designed to shed light on key insurance concepts and help consumers make more educated decisions.

The guide demystifies auto and home insurance, provides information on various insurance products, clarifies what kind of coverage is necessary for certain items and provides a wealth of practical tips on preventing theft and fires.

Surprising results

According to the survey, nearly 9 out of 10 people who have automobile insurance (84%) and 3 out of 4 people with home insurance (73%) feel that they are very knowledgeable or quite knowledgeable about their coverage. However, in some 2 out of 3 cases (65%), they believe, mistakenly, that their automobile insurance covers the theft of personal property from their vehicle. Incidents of this kind are actually covered by home insurance.

Moreover, nearly a quarter (22%) of automobile policyholders who feel that they are up on the subject incorrectly believe that the colour of their vehicle influences their premiums or state that they are not sure whether or not this is the case. To set the record straight, the colour of a vehicle has no bearing on insurance rates.

Lastly, almost 2 out of 3 (63%) policyholders who think they have a solid grasp of the terms of their home insurance policy believe that they are protected in case of a flood. However, because flooding—or the overflow of a body of water—is a foreseeable risk, it is not covered. In contrast, most other water damage is covered under home insurance.

“These observations, combined with the marked interest shown by Québec consumers in topics related to auto and home insurance—the IBC/GAA Insurance Information Centre answers some 60,000 questions every year—clearly point to the need for public education and the usefulness of a guide like this,” said Jack Chadirdjian, Director of Public Affairs and Government Relations for the IBC and GAA.

A winning partnership

“Option consommateurs has teamed up with the IBC and GAA to ensure that consumers have access to the best possible information. The vocabulary used by the insurance industry can be difficult for the average person to understand. The purpose of this guide is therefore to clarify auto and home insurance,” explained Claire Harvey, Chief Editor of Option consommateurs’ Press Agency.

“Our association with Option consommateurs complements the initiatives we have been involved in for many years to foster public awareness about the importance of being insured—and being insured adequately. This guide was developed to provide simple, clear answers to questions about the various aspects of automobile and home insurance,” said Mr. Chadirdjian.

Free copies

Members of the public can obtain their free copy of *All About Automobile Insurance—All About Home Insurance* through:

- the Insurance Bureau of Canada
- the Groupement des assureurs automobiles
- Option consommateurs.

The brochure is also available through:

- CAA-Québec service centers and registration offices
- the Automobile Protection Association (APA)
- participating Ultramar Dépanneurs du coin.

In addition, an electronic version of the guide can be found on-line at www.infoinsurance.ca and www.option-consommateurs.org.

Consumer Information Centre

Consumers having questions about automobile or home insurance can contact an agent of the Information Center at 514.288-4321 and, toll free, at 1 877 288-4321.

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Source: Insurance Bureau of Canada, Groupement des assureurs automobiles and Option consommateurs.

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