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STATISTICS showing that road accidents are the fourth highest cause of mortality in the country prompted AIA General Bhd to launch its Family Drive car insurance plan.

AIA said Family Drive is the first car insurance in Malaysia to offer a family discount if two or more cars in the family are insured under the same household. This is on top of other features, including providing protection for third party and own loss and damages.

AIA General Bhd chief executive officer Eric Chang said: "Our market research identified customer concerns, such as the growing trend of expanding families who are worried about their family's safety and the inconveniences caused by car accidents."

"In 2018, traffic accidents were the principal cause of death among Malaysians aged 15 to 40. These statistics suggest a need for reinforced plans that extend beyond traditional car insurance, one that addresses the concerns of Malaysians through features that provide enhanced protection and value-added services."

"With these insights, we developed Family Drive to meet the protection needs of our customers on the road, providing them with a worry-free driving experience for the family," said Chang at the media launch of Family Drive.

The Family Drive plan includes:

PROTECTION

Personal Accident Protection, which ensures that anyone travelling in the insured car is covered with up to RM250,000 personal accident

coverage.

Protection against legal liability to third-party injury, death and property loss of damage for everyone travelling in the car.

Automatic coverage for authorised

drivers without additional cost.

CONVENIENCE

Customers will receive an inconvenience allowance of RM600 per accident if their car is repaired in the workshop.

AIA Roadside Assist provides customers with services, such as battery and tyre replacement, vehicle towing, 24/7. Customers can request assistance with their police report and they will get e-hailing vouchers to help

them and their family get home after the accident.

SAVINGS

A family discount of five per cent if customers insure up to two to four cars with Family Drive.

Excess waiver is granted if customers repair their car at an AIA panel workshop, with the repair cost borne by AIA.

Family Drive comes with optional add-on benefits, such as the Agreed Value feature, where customers can protect themselves against their car's depreciating value by setting an agreed coverage amount when buying the policy.

There's also the Waiver of Betterment Cost feature, which ensure customers are covered for the full cost of new original parts for their car with no extra procedure or paperwork upon claims.

Customers can opt for the Natural Disaster (special perils) feature that protects their cars against loss or damage caused by floods, storms, landslides or other acts of nature.

"Family Drive is the first of many insurance plans and policies that will be rolled out by AIA General Bhd. We challenge ourselves to innovate and develop products that meet the protection needs of customers.

"We are excited about our future and I am confident in our ability to bring solutions and contribute to the general insurance industry."



AIA'S FAMILY DRIVE: FAMILY DISCOUNTS, RM250K PA COVERAGE



AIA says their Family Drive insurance is the first in the country to offer family discounts and up until recently, one of the more comprehensive coverage for automotive related issues.