

NRMA Insurance To Offer Life Insurance



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October 11, 2012, 12:14 pm -- [/EPR NETWORK/](#) -- NRMA Insurance's alliance with life insurance provider TAL will see TAL provide life insurance policies on behalf of NRMA Insurance, with customer policies managed by TAL.

NRMA Insurance Chief Executive Officer Andy Cornish said that the alliance would help make life insurance more accessible for customers.

"Underinsurance is a problem in Australia with around 95 per cent of people not holding adequate life insurance.*

"Our alliance with TAL allows us to address this by offering easy to understand and [affordable life insurance](#), as well as greater access as customers can purchase life insurance through all of our existing sales channels.

"TAL, like NRMA Insurance has a long and proud history of helping Australians protect their assets, and offer security for them and their families."

Mr Cornish said the alliance means NRMA Insurance can utilise the expertise of TAL to offer its customers another important [insurance product](#), while also continuing to focus on their core suit of products.

"This alliance will allow us to continue to grow our multi-product, multi-channel strategy," Mr Cornish said.

TAL Direct Chief Executive Officer John Hoyle said NRMA customers will experience a seamless delivery of high quality service.

"TAL is the market leader in [direct life insurance](#) and has a history of successfully partnering with non-life insurance businesses to provide greater access to life insurance for their customers.

"The alliance is a significant partnership. The products and services we provide for NRMA Insurance will be to the same high standard TAL applies to its own business," said Mr Hoyle.

[NRMA Life Insurance](#) is available from 9th October 2012 and customers can purchase online, in an NRMA office or by calling 132 132.

* NATSEM/Lifewise 2010

About NRMA Insurance

NRMA Insurance offers a range of products including vehicle insurance, home and contents insurance, CTP Greenslip, motorbike insurance, lifestyle and boat insurance and business insurance. We manage the insurance needs of millions of customers throughout Australia.

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