



• News Release •

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Helphire and Albany Assistance Rebrand as Auxillis

After over a quarter of a century Bath based business Helphire and Peterlee based Albany Assistance will be rebranded as Auxillis, bringing both under a common name and marking the start of a new era for two well known insurance sector businesses.

The decision to rebrand the companies has been taken as part of a continual improvement strategy to simplify the customer journey.

The name Auxillis was chosen as it derives from the Latin word 'Auxillium' meaning to help, aid and remedy, underlining perfectly the businesses service philosophy.

Marketing Director Jerome McManus commented, "The new Auxillis branding is a logical step, streamlining the customer journey and supporting the look and feel of our enhanced customer service delivery. He added, "Obviously we lose the extensive heritage of the old brands, but the new branding will deliver immediate benefits especially communications with customers".

The Helphire name first appeared in 1992 when the company launched in Bath, growing rapidly from a kitchen table enterprise to become a publicly listed business. Whilst Peterlee based Albany Assistance boasts an even older pedigree, launching in 1987 as NORMA, and renamed Albany Assistance in 2005.

Both businesses are part of Redde plc the market leading provider of accident management, legal and support services to insurers, brokers and the automotive sectors, listed on the FTSE 100 AIM with a market valuation in excess of £550m.