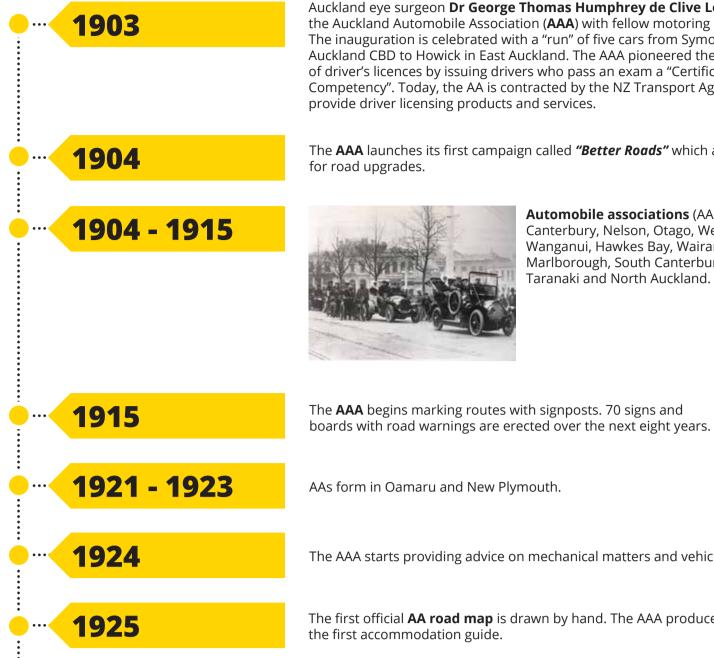


## THE EVOLUTION OF **The New Zealand Automobile Association Inc**

## 1903 - 2022





Auckland eye surgeon **Dr George Thomas Humphrey de Clive Lowe** forms the Auckland Automobile Association (AAA) with fellow motoring enthusiasts. The inauguration is celebrated with a "run" of five cars from Symonds St in Auckland CBD to Howick in East Auckland. The AAA pioneered the concept of driver's licences by issuing drivers who pass an exam a "Certificate of Competency". Today, the AA is contracted by the NZ Transport Agency to provide driver licensing products and services.

The **AAA** launches its first campaign called *"Better Roads"* which advocates for road upgrades.



Automobile associations (AAs) form in Canterbury, Nelson, Otago, Wellington, Wanganui, Hawkes Bay, Wairarapa, Marlborough, South Canterbury, South Taranaki and North Auckland.



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The AAA starts providing advice on mechanical matters and vehicle inspections - a precursor to WOFs.

The first official AA road map is drawn by hand. The AAA produces an official campground booklet the first accommodation guide.

| о <b>1928</b><br>••• <b>1929</b> | <text></text>   |
|----------------------------------|---|
|                                  | The AA's <b>Motoring Advocacy</b> team and <b>AA Driving School</b> are still   |
| ··· <b>1935</b>                  | instrumental in road safety education today.<br>A national monthly publication called <b>"The AA News"</b> launches. It changes<br>over the years, eventually becoming "AA Directions" in 1991. Today,<br><b>AA Directions</b> magazine is published twice a year in print and four times<br>a year online. |
| <b>1964</b>                      | A secretariat is formed in Wellington to coordinate the services offered to Members<br>and advocate on their behalf. The AA's lobbying, or advocacy, is still a cornerstone of the organisation.  |
| <b>1980s</b>                     | Seventeen AAs merge to form The New Zealand Automobile Association Inc.   |
| 1987                             | AA Finance launches offering personal, car, motorbike and boat loans.   |
| ··· 1991<br>··· 1993             | All AAs merge into the <b>NZAA</b> under the leadership of <b>Brian Gibbons</b> . The AA head office is set up in Auckland.   |
|                                  | AA Member Benents.<br>AA Insurance launches as a joint venture  |
| <b>1994</b>                      | A Insurance has been voted Reader's Digest<br>"Most Trusted General Insurer" every year<br>since 2011.  |
| ··· 1998                         | The AA introduces <b>AA Rewards with BP</b> , a points-based loyalty programme for AA Members.  |
|                                  | The AA celebrates its <b>centenary</b> and reaches the milestone of having <b>one million Members</b> .   |
| 2003/04                          | The AA replaces the 'Chevron logo' with the 'AA Badge'  |
| 2005                             | The <b>AA Motoring Excellence Awards</b> are introduced to acknowledge excellence in new vehicles.  |
| 2010                             | AA Battery Service and AA Auto Glass launch as a joint venture with Club Assist. They offer battery replacements, and windscreen repairs and replacements.<br>AA Life Insurance is launched as a joint venture with Asteron Life,   |

AA Life Insurance is launched as a joint venture with Asteron Life, offering Members a range of life insurance options. AA Life Insurance, now a partnership between NZAA and the Suncorp Group, has been voted Reader's Digest "Most Trusted Life Insurance Brand" nine times since 2013.



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## AA) Smartfuel

**AA Smartfuel** is launched, replacing AA Rewards. Motorists can accumulate "cents per litre" fuel discounts when they shop at participating retailers.



The **AA Research Foundation** is established as a dedicated way for the AA to invest more into road safety research.



2013

2014

2016

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AA Motoring launches Car of the Year (COTY), replacing The AA Motoring Excellence Awards. Members can vote on their car of choice. The event has grown annually with more participation from car manufacturers and the support of The New Zealand Motoring Writers' Guild.



SpecSavers joined the AA as an AA Member Benefit.



The AA rebrands to our current brand architecture which has been very well recived in martketplace and most importantly with our Members. The introduction of the AA Club Mark to celebrate we are a club that has been 'Guiding life's journeys for over 120 years'.



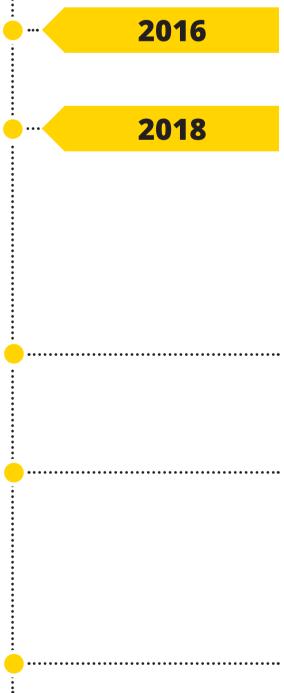
AA Driving School launches **AA Ignition**, a programme offering free driving lessons to learner licence holders who are AA Members or have a family member who is an AA Member - this could be your parent, aunt, uncle, brother, sister or grandparent.

AA Roadservice launches an app enabling Members to provide location, car details and the nature of problem, without making a call.

**AA Health** Insurance launches, a partnership between the AA and leading health insurance providernib. Providing Members a range of health insurance options.

AA Driving School launches AA Senior Driver a free in-car coaching session to AA Members aged 74 or over with valid driver licences.











The AA and AA Insurance launch a new joint venture - AA Home. It is a service that connects you with expert and reliable AA Home tradespeople, 24/7, 365 days a year, for those things that go wrong around the house. There are two subscription options to choose from, AA Home Response and AA Home Response Plus, giving you access to our network of reliable and experienced electricians, plumbers, locksmiths and more.



Call 0800 AA HOME or visit aahome.co.nz



**AA Pet Insurance**, a partnership between the AA and (now) PetSure, launches with a suite of products for cat and dog owners.

The inaugural **AA Driven NZ Car of the Year** is held, heralding a new age in driving.





AA Membership experiences unprecedented growth, reaching the milestone of having more than 1.7 million Members.

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## 2019

**AA Money** is an exciting new financial services venture offering motor vehicle loans.



Call 0800 600 777, go to aamoney.co.nz or visit your nearest AA Centre

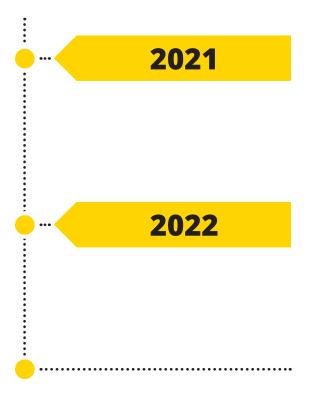


**AA Roadservice** launched the revised Roadservice Vehicles to aid the Service Officers with more accessability to tools etc



**AA** launched the first Mobile EV Charger. The AA Battery Service van carries a mobile EV Charger for Members' electric vehicles if they run out of juice giving a 15-20 minute charge so they can then drive to a charging station.





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AA introduced Roadservice for bicycles on 20 October 2022

**AA** launched Roadservice for e-scooters on 14 November 2022

**AA** launched AA Rapid Recovery Vehicles in Auckland on 3 November 2021 and then in the South Island on 21 September 2022

