



Press Release

“Car For You”: Tamedia and AXA have a new joint automobile platform

Zurich, 29 April 2019 – The joint venture between Tamedia and AXA, founded in January 2018, goes on the offensive with a new vehicle platform: the two companies are looking to offer an innovative user experience with “Car For You”. The new platform helps people with no great knowledge of cars to choose a suitable vehicle. A transparent price check shows how fair the price is in comparison with similar offers too.

Searching for the right vehicle can be difficult and time-consuming, and the range is often so wide that people without the relevant expertise quickly reach their limits. This is where “Car For You” comes into its own. The new automobile platform focuses on users without a great deal of vehicle knowledge. With a transparent price check using self-learning algorithms, “Car For You” illustrates how fair the price of a vehicle is in comparison with similar offers, and thereby creates peace of mind for the user that the vehicle in question actually falls into a reasonable price range.

Transparent services and innovative features

Furthermore, “Car For You” offers innovative features such as a 360° external and internal view: “users therefore enjoy a completely new search experience – as though they were viewing the vehicle in person”, explains CEO Ivo Streiff. A free money-back guarantee for selected vehicles rounds off the experience.

The platform is being continuously improved and extended

A basic version of “Car For You” was launched at the end of January. In the last few weeks it has been further developed in the agile start-up mode and new features and services have been added. The objective is to make “Car For You” appealing for garage owners as well as potential buyers, and to establish it as a leading platform on the market in the medium term. “We want to present our users with transparent and fair offers from credible providers, and thereby position ourselves as a trustworthy partner”, says Ivo Streiff. With “Car For You”, vehicle dealers also benefit from conditions that are unique in the market.

Further Information:

www.carforyou.ch



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About Tamedia

Tamedia is the leading private media group in Switzerland. The digital platforms, daily and weekly newspapers and magazines of Tamedia offer overview, classification and selection. The company was founded in 1893 and employs a staff of approximately 3,700 in Switzerland, Austria, Denmark, France, Germany, Israel, Luxembourg and Serbia. It has been traded at the Swiss stock exchange since 2000.

Further information on Tamedia for media professionals:

www.tamedia.ch/en/group/newsroom

About AXA

Around two million customers in Switzerland put their trust in AXA. They count on its experience and advice for personal insurance, property insurance, indemnity insurance and life assurance, as well as health insurance and occupational benefit plans. As the leading Swiss insurer, it is a dynamic company with an ambitious vision: to give customers freedom beyond financial security and thereby enable carefree living – with simple, digital processes and innovative products and services in important areas of life such as mobility, housing and entrepreneurship. This is ensured on a daily basis by around 4,400 employees, as well as 2,800 staff in the largest sales network in Switzerland with more than 300 branches. AXA Switzerland is part of the AXA Group, and achieved a business volume of CHF 11 billion in 2018.

Further information on AXA for media professionals:

www.axa.ch/medien