



**Media release
5 September 2004**

Youth insurer Just Car Insurance targets under-25s in new TV ad campaign

In a move that breaks from all standard insurance wisdom, Just Car Insurance is squarely targeting the under-25 market in its first television brand advertising campaign, being launched 5 September.

"Where many insurers have avoided the youth market, we especially target young men and women drivers, including modified, imported and high-performance vehicles, as well as newly licensed drivers and people who are just passionate about cars," said Andrew O'Hara, National Manager, Just Car Insurance.

Just Car Insurance also insures drivers who have a less-than-perfect driving or insurance history and drivers being insured for the first time.

According to Mr O'Hara, Just Car Insurance customers are typically young. Many are car enthusiasts who have taken a responsible approach to protecting their property, which ultimately benefits the larger community.

"A recent online survey showed that most of our customers considered their car to be their number one interest. They have taken the responsible move of insuring their pride and joy, and the last thing they would want is for their car to be damaged in an accident," said Mr O'Hara.

"Our staff, most of whom are in their early 20s themselves, have a specialist's knowledge and understanding of our customers and their cars, which enables us to look after the needs of this particular group, where perhaps other standard insurers cannot.

"The campaign of five new 15-second commercials are based around the tagline 'Just Car. Just Is' show a gritty attitude and relate in a tongue-in-cheek way to young people's knowledge of what is 'in' and what is 'out'."

The new television campaign will air on television and in cinemas in Melbourne, Perth and Sydney and marks a significant milestone in the evolution of the company.

"Established in 1995 to meet the emerging needs of young drivers and drivers who have a diverse history, we have grown rapidly, evolving into a \$40m business, experiencing 30 per cent annual sales growth, employing 100 staff and serving many thousands of policyholders," said Mr O'Hara.

Just Car Insurance operates nationally except for Northern Territory and is underwritten by AAMI, one of Australia's leading car and home insurance companies.

Trade press: Just Car Insurance's new advertisements were created by Badjar Advertising P/L: Jack Room (creative director), Jolyon Watkins (director, Exit Films), Craig Easton (copywriter) and Martin Mueller (art director).

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