



Media Release

simplesurance launches car extended warranty enrollment system with Hyundai Mobility Japan

Berlin/Tokyo, 16 November 2022, simplesurance, a pioneer Insurtech headquartered in Germany, has launched an online enrollment system for Hyundai Mobility Japan Co. ("Hyundai"), that offers extended warranty coverage for new vehicles through a full digital journey.



Simplesurance is one of the leading providers of embedded and online insurance distribution and focuses on "fast moving ecosystems" such as mobility, e-commerce, travel, fintech, and banking. In 2018,

simplesurance has established a subsidiary in Japan and has been able to establish partnerships with renowned companies and is looking forward to expanding its footprint in the automotive sector.

Hyundai has started online sales of its Zero Emission Vehicles (ZEV) back in May 2022 and has now launched together with simplesurance a new subscription platform, allowing car-buyers to enjoy their zero emission vehicles also with zero worries.

The seamless online journey from purchase and registration to an extended warranty will allow customers to enjoy services for up to a total of 7 years. The initial launch will focus on the IONIQ 5, with more models being added in the future. The platform will support the shifting market demands from customers to a full digital experience, starting from online direct sales to individual insurance & warranty needs.

The new platform can be reached at <https://www.hyundai.simplesurance.co.jp/>



For more information, please contact:

sales@simpleurance.jp

About simpleurance

As an innovative market pioneer in the Insurtech industry, the Berlin start-up company simpleurance develops and distributes software solutions for different market segments, such as e-commerce, OEM, travel, mobility and banking & fintechs, at the interface between the traditional insurance industry and the digital world. simpleurance has been active in 32 countries for more than 10 years now and has recently become part of the Allianz Group. Many well-known companies like OnePlus, Kaufland, heycar or N26 appreciate the innovative power and flexibility of the company.

Founded in 2012 by Robin von Hein and Joachim von Bonin, simpleurance now employs over 120 people from 30 nations, with offices in Berlin and Tokyo, as well as a techhub in Lisbon.

Further information is available at <http://www.simpleurance.co.jp/>

About Hyundai

Established in 1967, Hyundai Motor Company is present in over 200 countries with more than 120,000 employees dedicated to tackling real-world mobility challenges around the globe. Based on the brand vision 'Progress for Humanity,' Hyundai Motor is accelerating its transformation into a Smart Mobility Solution Provider. The company invests in advanced technologies such as robotics and Advanced Air Mobility (AAM) to bring about revolutionary mobility solutions, while pursuing open innovation to introduce future mobility services. In pursuit of sustainable future for the world, Hyundai will continue its efforts to introduce zero emission vehicles equipped with industry-leading hydrogen fuel cell and EV technologies.