

COMPLAINT NUMBER	16/430
COMPLAINANT	W Park
ADVERTISER	AMI
ADVERTISEMENT	AMI Digital Marketing
DATE OF MEETING	27 January 2017
OUTCOME	Settled

Advertisement: The website advertisement for car insurance includes a table indicating which “benefits” come with three different types of policy: Comprehensive, Third Party Fire & Theft and Third Party Only. In the “Comprehensive” column of the table there is a tick next to the benefit “Rental car option”.

The Chair ruled the complaint was Settled.

Complainant, W Park, said: “To whom it may concern, AMI Car Insurance company is misleading consumers by not clearly indicating clear enough if Rental car is covered in their comprehensive(full cover) insurance product. Please see attached a screenshot of their website advertising their comprehensive cover.. The website address is also included. When consumers look at this cover (I did), it looks like everything is covered if you buy a comprehensive (full cover) insurance for your car. The only options they indicate it is an optional are 'Optional accidental death or permanent disability compensation' and 'Optional cover for excess free windscreen claims'. Consumers will easily identify above two options are optional because they do use a word 'optional' in the front. I have a comprehensive cover by AMI for my car and only today when I have made a claim to fix my car, AMI have informed me that a loan-car/hire car cost is not covered but it is an optional for consumers to choose. AMI instead accused me for not reading a full PDF file which they have attached on their website. HOWEVER, to my understanding, if their 'easy-to-understand' chart does not say the Rental Car is an optional cover item like above noted two optional covers. The onus is on the company to clearly explain if something is not covered by their product. They cannot just have a big green tick on the Rental Car cover and confuse consumers like if it is included as a standard. I am not here to make any money, but I am spending my time so that AMI can make changes on their website so the ordinary consumers can easily understand the Rental car is excluded in their comprehensive cover but optional to buy with extra cost. Just like they have used a word 'optional' for accidental death or permanent disability compensation and windscreen claims cover. Thank you for taking your time to read my email.”

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2; Code for Financial Advertising - Guideline 1 (a), Guideline 2 (b), Principle 1, Principle 2.

The Chair noted the Complainant’s concern that the advertisement did not make it clear whether rental car cover is included in the Comprehensive policy. The Complainant said it was only when they went to make a claim under their comprehensive cover policy that they were informed that the cost of a rental car was not covered, it is an add-on option for customers to choose.

The Chair noted the Advertiser's response and their view that the webpage is clear and not misleading. The Advertiser also said they take their customers' concerns seriously and have therefore decided to add a new section to their website to "further help customers to understand what benefits and optional add-ons are available for the different types of AMI car policies."

The Advertiser said "Due to IT system constraints we are unable to update new webpage content until the end of February 2017... In the interim, we have removed reference to all three optional covers from the current AMI car insurance benefits table..."

Noting the explanation provided and the self-regulatory action taken by the Advertiser in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**