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## Falck enters European roadside assistance alliance

Falck Assistance Nordic joins RAC (UK), VHD (The Netherlands) and Europ Assistance (rest of European coverage) in forming ERA, a European-wide alliance of well-established motoring services businesses.

A large part of the growth potential within the field of roadside assistance lies with the major car manufacturers of Europe and with insurance companies, who offer their customers pan-European coverage. Success within roadside assistance of tomorrow will also be dependent on efficient services and IT-innovation.

“This alliance is important for Falck Assistance Nordic, because it will make it possible for us to take part in pan-European roadside assistance tenders. It is paramount for us that we can expand our group of clients, and it is important for the Nordic car owners that Falck will be more visible for the European car manufacturers,” says Lars Vester Pedersen, CEO in Falck Assistance Nordic.

Thanks to the collective experience of its four partners, ERA can offer services of a very high technical quality, along with coverage in 45 countries across Europe. ERA will offer services to car manufacturers, insurance companies, leasing companies, and businesses.

Apart from an improved experience and certainty of support for the individual customer, the alliance contains a strategic partnership, which establishes knowledge sharing about digital solutions, telecommunication and digital customer management, among other things.

“It will be very valuable to exchange experiences and knowhow with our accomplished partners in ERA. Not only for Falck, in that we will be collaborating with some of the best in the business, but in particular to our customers. This will be an advantage not only for the manufacturers of cars – but also for those who drive them,” says Lars Vester Pedersen.

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## **About Falck**

For more than a century, Falck has worked with local and national governments to prevent accidents, diseases and emergency situations, to rescue and assist people in emergencies quickly and competently and to rehabilitate people after illness or injury. This has made Falck an international leader in emergency response and healthcare services.

Falck operates in 30 countries and has approximately 27,000 employees.

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## Contacts



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