

Press Release

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Announcing MS&AD Andretti – the re-branded MS Amlin Formula E team

MS Amlin is delighted to unveil the new livery and lead name sponsor as MS&AD Andretti

Valencia – 2 October 2017 – MS Amlin, the specialist global (re)insurer, today announces a new name and new livery for its Formula E team – the newly-named MS&AD Andretti.

Demonstrating continued support for this cutting-edge, global series, sponsorship is transferring to the parent brand MS&AD. Japanese insurance giant, MS&AD is one of the world’s ten biggest non-life insurers.

Fans were given a sneak-preview of the livery at the New York race in July. The unique, iridescent finish revives the stunning, and frequently copied, metallics of Amlin’s Season One livery.

Now that one of Japan’s oldest companies is lining up on the grid, Japanese fans, a top three audience for Formula E, at last have a team to follow.

Adrian Britten, MS Amlin’s Director of Brand, said: “We hold the risks for people, businesses and communities around the world and mitigating the impact of extreme weather is very important to our clients and our business. Through Formula E we help present the world with a compelling case for switching to alternative fuel sources for our transport needs.”

Michael Andretti, Team Owner of MS&AD Andretti, commented: “We are delighted that such an esteemed company as MS&AD is actively engaging in this exciting race series. Our sponsors are a key partner in Andretti Formula E and we are look forward to bringing the exciting new race series to a wider audience, not least in Japan.”

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Notes to editors

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MS Amlin and Formula E

The MS Amlin Andretti driving team sponsorship was originally created to help increase consumer adoption of alternative fuel sources for transport solutions by making them more compelling and exciting through Formula E. MS Amlin, and its parent company Japanese insurance powerhouse MS&AD, recognise that climate change challenges the traditional insurance model, as it makes future events less predictable. The global insurer believes the impact of climate change will increase as populations migrate to urban areas in coastal zones and river plains that are threatened by flooding. As coastal cities thrive and riverside economies continue to develop, wealth increases which leads to higher-value assets and results in bigger losses when weather-related events occur.

About MS Amlin:



MS Amlin is a leading insurer and reinsurer, part of the global top-10 insurance group MS&AD, with operations in the Lloyd's, UK, Continental European and Bermudian markets. With a 300-year record and more than 2,400 people in 26 locations worldwide, we deliver continuity for businesses facing the most complex and demanding risks. Our role places us at the forefront of the Property & Casualty, Marine & Aviation and Reinsurance markets.

We are experts in underwriting, with both technical capability and deep knowledge of the areas we insure. Our claims service aims to set the industry reference point for quality, with efficient, fair and timely claims management.