

RV ALLIANCE AMERICA CHANGES NAME

RV Alliance America (RVAA), an Aon company, is changing its business name to Aon Recreation Insurance, effective March 1, 2005.

RV Alliance America wrote the first specialty-RV insurance policy in 1966 for a founding FMCA member, and has been the leader in protecting the lifestyle of RVers ever since. The name change simply reflects the company's expansion into offering more types of recreation insurance including: boats, motorcycles, snowmobiles, personal watercraft, collector cars and all-terrain vehicles, in addition to motorhomes, fifth-wheels, travel trailers, bus conversions, campers, medium-duty trucks, autos and pick-ups.

Aon, the parent company of RV Alliance America, is a leading provider of risk management services, insurance, and specialty insurance underwriting around the world.

RVAA has built its business on developing and delivering insurance reflective of the unique needs of recreation vehicle owners. With the Aon brand, that tradition will continue, and be even more effective with Aon Recreation Insurance offering coverage for more recreation vehicles than ever before.

Monique Thibodeaux, the company's Marketing Director, explains: "Our customer base has developed over time into recre-

ation enthusiasts of all kinds, and while we've offered boat and motorcycle coverage for years, we need a name that truly reflects our product offering. But no matter what the name, we'll continue to be focused on making the purchase of insurance for all types of recreation needs easy for our customers."

Managing Director Susan Corcadden agrees, saying, "It's time our name suggests what we really do—insuring not only our customers' personal recreation vehicles, but also commercial insurance products such as vendor, exhibitor and event liability. Aon is a world leader in brokering insurance solutions for all types of individuals and businesses, and we're proud to be carrying the name."

Bellevue, Washington-based RV Alliance America has offered specialty-RV insurance to RVers for nearly four decades. Now offering specialty-recreation insurance for boats, motorcycles, ATVs, snowmobiles and personal watercraft, RV Alliance America is the largest specialty-recreation insurance provider throughout the United States.

For more information about Aon Recreation Insurance, RV Alliance America, or for a no-obligation quote, call (800) 521-2942, or visit rvaa.com, soon to be renamed aonrecreation.com. •