



**The Royal Dutch Touring Club ANWB is a club consisting of more than 4 million members. With its unique mix of activities, the ANWB represents the interests of its members in the areas of mobility, holidays and leisure time. Through these activities, the ANWB wants to contribute to a sustainable development of society.**

The services provided by the ANWB are related to assistance and insurance, traffic safety, travel, publishing, advice and information. The organization employs more than 4,000 staff and has an annual turnover of approximately 1 billion euros.

The interests, wishes and needs of its members are central to everything that the ANWB does. Our members want to be able to move and travel freely and enjoyably. We facilitate this with our wide range of products and services.

Moreover, the ANWB influences the plans and activities of political parties, the government and the business sector. We happily involve members and volunteers in our work. By bundling the strength of our members, we can achieve more. This is what we refer to by 'together we benefit'.

#### **How?**

- By helping members when they experience problems as they travel (Roadside Assistance, trauma helicopters, Emergency Centre)

- By asking the government, companies and other organizations to do or cease from doing things, in the interest of our members.
- By taking initiatives when other organizations or companies ignore important tasks.
- By bringing people and parties together and creating networks.
- By negotiating to serve social or individual interests. >



- By involving members in the development of products, services, activities and standpoints.
- By suggesting ideas, inspiring people and showing them the way.
- By collecting and enriching information, making it available to members and helping them to choose.
- By being reachable, accessible and close to people.

## What?

### Breakdown assistance

Breakdown service is the ANWB's major means of acquiring and retaining members. Since 1946 Roadside Assistance patrolmen have been available 24 hours a day to help members with breakdown problems resume their journeys. The 900 patrolmen help an average of 1.2 million breakdowns annually, 90% of which they can help on the spot so that people can continue on their way.

### Safety net abroad

Since 1959 the ANWB Emergency Centre has been the helpdesk in times of emergency. Travelling at home or abroad,

insured parties can count on the Emergency Centre's professional help and support 24/7. About 30,000 dossiers for personal assistance and 80,000 dossiers for vehicle assistance are processed annually.

### Trauma help with helicopters

Subsidiary Medical Air Assistance exploits the helicopters that bring trauma teams to locations of serious accidents. They are used about 4,000 times a year. This national network was created thanks to an ANWB initiative dating from 1995.

### Insurance

The ANWB and its full subsidiary Unigarant offer attractive insurance policies for both at home and en route. Members are given discounts. Many of the insurance activities try to ensure that, if problems arise, members will not have to interrupt their trips or holidays.

### Always nearby

Thanks to its shops, the anwb.nl webshop and the Member Service Center the ANWB is always nearby. Members get a discount on most products and services such as clothing and travel accessories.

### Promoter e-mobility

As a promoter of new forms of mobility – once the bicycle, later the car – the ANWB has been encouraging electrical mobility since late 2012 by offering charging stations and subscriptions with a charge card.

### Information and inspiration

In addition to magazines, maps and guides, the ANWB increasingly fulfils its role as a source of information via anwb.nl, digital newsletters, e-magazines, social media and apps.

### Thousands of volunteers

Over 10,000 members volunteer for the ANWB: in the club's management, at activities and events, in lobbying efforts or as project volunteers.

### Traffic information

The ANWB provides daily radio bulletins with current traffic information via both the public and the commercial broadcasting stations. >

*“People want to move and travel freely and enjoyably; the ANWB wants to facilitate this.”*







## Travel

Each of the 7 ANWB tour operators is specialised in different types of travel, from cruises to the Caribbean to city trips in Europe and adventure holidays for the young at heart. With its extensive knowledge, the ANWB is ready to give aspiring travellers the trip of a lifetime.

## Driving lessons and training programmes

Each year thousands of Dutch people follow driving lessons via the ANWB. The lessons are given by driving schools throughout the country and meet high standards. Advanced driving courses are given by ANWB Drivers Academy.

## Discounts for members

Based on its strong market position, the ANWB can negotiate purchase discounts that its members can profit from, such as the Show your Card! programme. Discounts for members are especially abundant in leisure time activities (tourist attractions, theatre), holidays and travel.

## Together with sisters

The ANWB carries out its international assistance and lobbying partly in collaboration with its sister clubs. The



ANWB is a shareholder in ARC Europe and a member of the FIA (Fédération Internationale de l'Automobile) and the Global Mobility Alliance. Within its various network associations, there is ample opportunity to exchange information, knowledge and experiences.

## Future

### ANWB chooses win-win-win

The ANWB's long-term view is based on the win-win-win principle:

- profitable for members
- profitable for society
- profitable for the ANWB

## Ambition 20|20+ focus on 4 themes

### 1. Mobility

We enable our members to travel in a sustainable and innovative fashion and to be able to buy and/or use a means of transport.

### 2. Assistance for you

We make it possible for our members to rely on our help, wherever they are and whatever they do; help for themselves, their loved ones and for everything they care about.

### 3. Traffic safety

We make it possible for everyone to

participate in traffic by giving information and advice, offering excellent products and services and developing targeted social activities.

### 4. Leisure time

We make it possible for our members to get away completely in their leisure time and to freely and enjoyably take part in activities while meeting other people.

For current facts and figures go to [www.anwb.nl/en](http://www.anwb.nl/en)

