



Press release

Brussels, March 27th 2018

SereniMax launches a platform to secure the purchase and sale of used cars and makes test-drives safer with AXA

- Launch of a platform that secures the sale and purchase of used cars
- AXA provides a comprehensive insurance for each test-drive

Sharonomy (www.SereniMax.com), the sister company of CarAmigo, the first peer-to-peer carsharing platform in Belgium, launches a suite of services designed to insure, reassure and secure the sale of used cars, starting with the test-drive of the vehicle. AXA, the leader of the Belgian car insurance market, guarantees a comprehensive insurance coverage during each test-drive. A world première in the used car market.!

« Forged identities, forged certified checks, forged bank notes, theft during the test-drive, an ad that seems too good to be true, and with every second car breaking down within a year of purchase, the used car market equals to a multitude of risks for the consumer, especially in transactions between individuals.»

Alex Gaschard, founder of SereniMax

Security and peace of mind

Both buyers and sellers are in demand of a durable solution limiting as much as possible the risks related to each stage of the transaction. How does this translate concretely?

1. **A strict control** of the credentials of the buyer, as well as the data appearing on the registration certificate of the vehicle (chassis number, technical inspection, validity of the Car-Pass, etc.)
2. **An insured test-drive**: the seller can let the potential buyer try the vehicle in normal conditions, with peace of mind since AXA provides a comprehensive insurance coverage (damage, theft, embezzlement) throughout the duration of the test-drive
3. **Complete diagnosis** of the vehicle: no bad surprises, the buyer can have the car fully checked at one of the 120 Bosch Car Service centers in Belgium
4. **12 to 24 months mechanical & breakdown warranty** with Mapfre, similar to as if the vehicle had been sold by a professional seller
5. **Secure payment of the vehicle**: no more payment scams, the financial transaction takes place through a secure payment app linked to an escrow account, much like it is the case with a notary when one buys a house



Insurance, reinsurance and security thanks to a unique insurance cover

An individual wishing to sell his car has every interest in advertising it as good as possible. Thanks to an attractive price or for example by offering a test drive. However, it often happens that a test-drive is not proposed precisely for fear of a damage or theft by the potential buyer himself. Nevertheless, it is legitimate for the latter to want to test-drive the vehicle before making his decision on the purchase, especially if he is not familiar with this type of vehicle.

That's why AXA has developed a unique insurance package for each test-drive taking place via SereniMax:

- 1. Comprehensive cover:** fire, material damage, vandalism, broken glass, forces of nature, theft and collision with animals;
- 2. Additional cover** in the theft guarantee: the seller is covered even in case of theft by the potential buyer whereas the theft by an authorized driver is excluded by most insurance companies;
- 3. Additional compensation of € 250** for the seller if the candidate-buyer causes a claim at fault. This amount is reimbursed as a compensation for indirect losses related to the incident;
- 4. In the event of a breakdown or accident** during the test-drive resulting in the immobilization of the vehicle, AXA also provides for breakdown or towing, as well as the return of the candidate-buyer and the vehicle to the starting point of the test-drive

« Both the buyer and the seller of a used car run risks without even being aware of it. For example, who pays for the accident in the event of an accident during a test-drive? With a temporary comprehensive coverage via SereniMax, AXA offers a perfect answer and contributes to the total peace of mind of both the buyer and seller. This is a new asset in the ambition of AXA, as the largest automobile insurer in Belgium, to help consumers in all aspect of mobility. »

Gunter Uytterhoeven, Chief Marketing Officer at AXA Belgium

« The emergence of second-hand sales sites creates an increase in exchanges between individuals. The person to whom you sell something or from whom you buy is therefore more often than before an unknown person. But is he/she reliable? Is the product the same as in the photo? You have few clues. Online platforms such as SereniMax can eliminate this uncertainty by controlling or ensuring the reliability of both parties. It's a good thing for the consumer.»

Kris Peeters, Vice Prime-Minister & Minister of Employment, Economy and Consumers.

End of press release



About AXA Belgium

AXA Belgium has around 4,000 brokers, 750 banking agents and 3,500 employees who put their expertise at the service of 2.9 million customers to offer them flexible insurance products adapted to their real needs. AXA Belgium is also a key player in the insurance industry. Protection is in its genes and is reflected daily by significant investments in research and risk education. In 2016, AXA Belgium achieved a turnover of 3.3 billion euros and an operating profit of 357 million EUR.

About SereniMax

The used car market is generally associated with deceptions, scams & rip-offs, especially when it comes to private sales. SereniMax removes these problems for both buyers & sellers by securing all steps of the transaction, starting with an on-demand & insured test-drive of the vehicle, followed by a thorough check-up of its key points & a 1-year warranty as if the car had been bought from a professional vendor, and ending with its secure payment through an app-based escrow account. SereniMax is a sister company of CarAmigo, a pioneer of the sharing economy with its peer-to-peer car rental marketplace.

SereniMax: safely buying and selling: www.SereniMax.com

Ce communiqué de presse est disponible sur <https://press.axa.be/>

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