



23/10/2019
MEDIA RELEASE

Generali Switzerland presents Nick Heidfeld at Auto Zürich

Generali Switzerland presents Nick Heidfeld at Auto Zürich. The German ex-Formula 1 driver will hand out autographs and speak with fans at a meet-and-greet event.

From 31 October - 3 November 2019, Generali will be attending Auto Zürich, the largest car show in Switzerland, with an exhibitor stand.

Show visitors and motorsport fans can try out an original Formula 1 racing simulator with a unique driving experience at the Generali Switzerland stand, and demonstrate their skills around some of the world's best-known racetracks – the Nürburgring, Hockenheimring, Monaco, Monza or Spa – complete with giant screen wall and original Formula 1 sound.

As a major highlight of the show, German ex-Formula 1 star Nick Heidfeld will visit the Generali stand on 1 November 2019 from 10.30-12.30. He is looking forward to meeting many fans and show visitors.

Visit Generali Switzerland at Stand A02 in Hall 3.

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ABOUT GENERALI

The Generali Group is an independent Italian group with a strong international presence. Established in 1831, the company is now one of the world's leading insurers. Generali has around 70,000 employees serving more than 61 million customers in over 50 countries. The Group's total income came to more than EUR 66 billion in 2018, making Generali the market leader in Western Europe. The company is also an increasingly important presence in Central and Eastern Europe as well as in Asia.

Generali's roots in Switzerland date back to 1887. Today, Generali (Switzerland) Holding Ltd. operates throughout Switzerland, with two head offices – one in Adliswil and one in Nyon – and a wide network of agencies. The insurer has more than one million customers and offers products for every situation in life. These include property insurance, legal expenses insurance, life insurance and pension solutions. Generali partners with start-ups to develop innovative products. In 2018, the company became the first insurer in Switzerland to launch a digital pillar 3a solution.

Generali (Schweiz) Holding AG

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