



ace insurance

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2010: We'll take in on

ACE launched a new advertising program with the headline “2010: We'll Take It On” in the week of December 7.

The new advertisement reflects the ACE “can do” spirit and positive approach. This “can do” attitude is well reflected in ACE Insurance Australia’s zeal to strengthen its market leadership position in 2010, continuing to underwrite risk with the positive and disciplined approach that clients and brokers value.

ACE takes on the responsibility of risk so its clients can take on the responsibility of making things happen. With the right people and disciplines in place to deliver robust and intelligent underwriting solutions, ACE Insurance Australia’s clients can focus on leading the way into the next growth cycle. We call this ‘Insuring Progress’.