

Life's complicated.

Things don't always go to plan.

It can be hard to know what to do for the best.

We understand that everyone needs someone to rely on.

*"I'm just ringing today to let you know we're in a position now to pay your claim"*

A helping hand.

In an uncertain world.

We're with people when it really matters.

To help them make the most of life.

We understand what's important to our customers.

And take pride in doing things well.

Using our expertise and empathy.

*"The Calgary hail storms this year were the fourth worst catastrophe in Canadian history. And I couldn't be prouder of how our team has responded and helped our customers through this."*

We care about people.

About bringing them peace of mind.

*"Yes, we are here to help you, especially right now."*

And helping them build a prosperous future.

We're part of a family; employees, distributors, partners and customers.

We keep our promises.

*"If you want 10 stars you've got 10 stars as far as I'm concerned."*

We put things right when they go wrong.

So our customers don't have to worry about the bumps in the road.

We've been taking care of people for over 300 years.

*“The Aviva family is there – even if you can’t see them.”*

We live in the same streets.

Work in the same towns.

We’re invested in our people.

Our communities.

*“On behalf of us all, thank you!”*

Our customers.

Our planet.

Our home.

By looking out for each other.

By being part of something bigger.

*“We protect people each day, we help people to get on with their lives, we support them when they’ve had a problem.”*

We’re creating a future we all want to live in.

And leaving a legacy we can all be proud of.

*“And you will hit your target!”*

Because at Aviva, we understand that what you do today, creates what is possible tomorrow.

With you today, for a better tomorrow.