

# WeMoney Awards Program – Ratings Methodology Criteria

## Car Insurance Awards

**Name:** 2026 WeMoney Car Insurance Awards

**Key Dates:**

Applications open: Monday, 20-Apr-2026
Applications close: Friday, 15-May-2026
Winners announced: Monday, 25-May-2026

### 2026 WeMoney Car Insurance Awards Summary

The WeMoney Car Insurance Awards celebrate the best car insurance products, services, and innovators in the Australian market, offering outstanding value and service quality to consumers.

We use our knowledge and experience to identify those products that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Car Insurance Awards.

For applicants, a WeMoney Car Insurance award is a third-party endorsement of their product(s) and service(s).

**Method:** We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

# Overview

## 2026 Car Insurance Award Categories

Overall Award
Insurer of the Year

Overall Car Insurance Award Categories
Car Insurer of the Year
Digital Car Insurer of the Year
Mobile App of the Year

Car Cover Award Categories
Best for Roadside Assistance
Best for Value
Best for Value - Under 25
Best for Value - Over 45
Best for Quality
Best for Flexibility
Outstanding Customer Service
Outstanding Claims Experience
Best for Electric Vehicles
Best for Premium Cover
Best for Member Benefits (VIC)
Best for Member Benefits (SA)

# Award Methodology

## Overall Award

### Insurer of the Year

This award recognises the insurer demonstrating excellence across multiple insurance product lines in the Australian market. Applicants were assessed based on cross-category product performance, digital innovation, policy flexibility, coverage quality, multi-policy benefits, multi-channel customer support, and overall market leadership across the WeMoney Insurance Awards portfolio. The award is given to the provider with the highest weighted rating across the following categories:

- Cross-Category Product Performance
- Digital Innovation & Features
- Premium Value & Affordability
- Flexible Policy Terms & Options
- Coverage Quality & Breadth
- Multi-Policy & Bundling Discounts
- Multi-Channel Support Availability
- Market Leadership & Scale

## **Overall Car Insurance Award Categories**

### **Car Insurer of the Year**

This award recognises the car insurer demonstrating comprehensive excellence across all aspects of insurance delivery. Applicants were assessed based on premium affordability, coverage breadth and inclusions, customer support quality, claims performance, digital service delivery, and brand trust and transparency. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Value & Affordability
- Policy Features, Coverage, Benefits & Inclusions
- Customer Support Quality & Experience
- Claims Processing & Support Experience
- Digital Service Delivery
- Brand Trust, Market Reputation & Transparency

### **Digital Car Insurer of the Year**

This award recognises the car insurer leading the industry in digital transformation and online service delivery that resonates with tech-savvy consumers. Applicants were assessed based on online quote capabilities, digital policy management, claims automation, and innovative technology adoption. The award is given to the provider with the highest weighted rating across the following categories:

- Online Quote & Purchase Experience
- Digital Policy Management Tools
- Online Claims Processing
- Real-time Customer Support
- Digital Innovation & Features

### **Mobile App of the Year**

This award recognises the car insurer delivering the most comprehensive and user-friendly mobile application for managing car insurance needs. Applicants were assessed based on app functionality, interface design, policy management features, claims capabilities, and customer engagement tools. The award is given to the provider with the highest weighted rating across the following categories:

- User Interface & Navigation Design
- Policy Management Functionality
- Mobile Claims Submission
- Real-time Support Features
- App Performance & Reliability
- Innovative Mobile Features

## **Car Cover Award Categories**

### **Best for Roadside Assistance**

This award recognises the car insurer providing the most comprehensive and valuable roadside assistance offering for motorists. Applicants were assessed based on assistance inclusion, coverage scope, response times, service quality, and overall value proposition. The award is given to the provider with the highest weighted rating across the following categories:

- Inclusion in Standard Coverage
- Service Coverage & Limitations
- Response Time Performance
- Network Coverage & Availability
- Additional Benefits & Features
- Value for Money

### **Best for Value**

This award recognises the car insurer delivering exceptional value through competitive pricing combined with comprehensive coverage and features. Applicants were assessed based on premium affordability, coverage inclusions, discount opportunities, payment flexibility, and overall cost-effectiveness. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Competitiveness
- Coverage-to-Cost Ratio
- New Customer Incentives
- Payment Plan Flexibility
- Standard Inclusions
- Long-term Value Proposition

### **Best for Value - Under 25**

This award recognises the car insurer providing the most affordable and appropriate coverage for younger drivers entering the market. Applicants were assessed based on competitive pricing for higher-risk demographics, flexible payment options, usage-based pricing, and features for new drivers. The award is given to the provider with the highest weighted rating across the following categories:

- Entry-Level Premium Affordability
- Usage-Based Pricing Options
- Payment Flexibility & Terms
- Digital-First Features
- Educational Resources
- Coverage Customisation

### **Best for Value - Over 45**

This award recognises the car insurer offering superior value propositions for experienced drivers with established driving histories. Applicants were assessed based on competitive pricing for lower-risk profiles, comprehensive coverage, loyalty rewards, and premium benefits for mature drivers. The award is given to the provider with the highest weighted rating across the following categories:

- Mature Driver Pricing
- Comprehensive Coverage Benefits
- Loyalty & Tenure Rewards
- Premium Feature Inclusions
- Multi-Policy Advantages
- Claims-Free Bonuses

### **Best for Quality**

This award recognises the car insurer demonstrating superior product quality through comprehensive coverage, premium features, and exceptional policy benefits. Applicants were assessed based on coverage scope, benefit limits, included features, repair guarantees, and innovative protections. The award is given to the provider with the highest weighted rating across the following categories:

- Coverage Comprehensiveness
- Benefit Limit Generosity
- Lifetime Repair Guarantees
- Premium Feature Inclusions
- Choice of Repairer Options
- Innovative Protection Benefits
- New Vehicle Replacement Terms

### **Best for Flexibility**

This award recognises the car insurer offering the most adaptable insurance solutions with extensive customisation options. Applicants were assessed based on coverage options, excess flexibility, payment arrangements, policy modifications, and usage-based alternatives. The award is given to the provider with the highest weighted rating across the following categories:

- Coverage Level Options
- Excess Customisation Range
- Payment Frequency Choices
- Usage-Based Pricing Availability
- Policy Pause & Modification Options
- Multi-Vehicle Flexibility

### **Outstanding Customer Service**

This award recognises the car insurer providing exceptional customer experiences through responsive support and service excellence. Applicants were assessed based on support availability, response times, channel options, resolution effectiveness, and customer satisfaction metrics. The award is given to the provider with the highest weighted rating across the following categories:

- Multi-Channel Support Availability
- Response Time Performance
- Australian-Based Support Teams
- First Contact Resolution
- 24/7 Emergency Assistance
- Customer Satisfaction Scores
- Proactive Communication

### **Outstanding Claims Experience**

This award recognises the car insurer delivering the most efficient and supportive claims experience during challenging times. Applicants were assessed based on claims processing speed, approval rates, digital claims options, communication quality, and overall claimant support. The award is given to the provider with the highest weighted rating across the following categories:

- Claims Processing Speed
- Approval Rate Performance
- Digital Claims Submission
- Lifetime Guarantee Fulfillment
- Communication & Updates
- Dispute Resolution Support
- Payment Efficiency

### **Best for Electric Vehicles**

This award recognises the car insurer providing the most suitable and comprehensive insurance tailored to electric vehicle owners. Applicants were assessed based on EV-specific cover inclusions, battery protection, charging infrastructure support, specialist repair networks, and overall EV motorist needs. The award is given to the provider with the highest weighted rating across the following categories:

- EV-Specific Coverage Inclusions
- Battery & Charging Protection
- Charging Infrastructure Support
- Specialist Repair Network
- EV Replacement & Loaner Options
- Value for EV Owners

### **Best for Premium Cover**

This award recognises the car insurer offering the most comprehensive premium-tier coverage with elevated benefit limits and exclusive features. Applicants were assessed based on premium-tier inclusions, benefit limits, lifetime new car replacement, and unlimited hire car cover. The award is given to the provider with the highest weighted rating across the following categories:

- Premium-Tier Cover Inclusions
- Lifetime New Car Replacement
- Unlimited Hire Car After Event
- Elevated Benefit Limits
- Claims-Free Savings Ceiling
- Premium Service Standards
- Exclusive Member Features

### **Best for Member Benefits (VIC)**

This award recognises the insurer delivering the most comprehensive member benefits for Victorian motorists, with cross-product loyalty integration and mutual heritage. Applicants were assessed based on tenure-based loyalty structures, multi-product ecosystem, Victorian-specific service, and member benefits. The award is given to the provider with the highest weighted rating across the following categories:

- Tenure-Based Loyalty Discounts
- Multi-Product Ecosystem Integration
- Victorian Retail Network Access
- Years of Membership Benefit
- Cross-Product Loyalty Recognition
- Member-Owned Mutual Heritage
- Lifestyle & Partner Network

### **Best for Member Benefits (SA)**

This award recognises the insurer delivering the most comprehensive member benefits for South Australian motorists, with cross-product loyalty integration and mutual heritage. Applicants were assessed based on tenure-based loyalty, multi-product ecosystem, SA-based service, and member benefits. The award is given to the provider with the highest weighted rating across the following categories:

- Tenure-Based Loyalty Discounts
- Multi-Product Ecosystem Integration
- SA-Based Service Commitment
- Blue to Gold Membership Tiers
- Cross-Product Loyalty Recognition
- Member-Owned Mutual Heritage

- Roadside Service Heritage

# Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each Car insurer and available products, assessing important factors, such as:

## 1. Affordability & Fees

The independent judging panel examines each Car insurer based on their pricing structure, excess flexibility, and discount offerings. This includes a detailed assessment of premium costs across different customer scenarios, excess amount variations, and available incentives for new and existing customers.

- Premium quotes across multiple customer scenarios
- Standard and variable excess amounts
- Sign-up incentives, bundled discounts, and renewal bonuses
- Policy payment frequency options
- Cancellation Costs

## 2. Value

The independent judging panel examines each Car insurer based on the value proposition offered through coverage options, additional benefits, and customer incentives. This includes a detailed assessment of market versus agreed value options, including roadside assistance, windscreen cover, and other value-added services.

- Market value and agreed value selection options
- Free or discounted roadside assistance inclusion
- Windscreen cover as part of the standard comprehensive policy
- Sign-up incentives and bundled discount opportunities

## 3. Quality

The independent judging panel examines each Car insurer based on their coverage scope, benefit limits, and policy flexibility. This includes a detailed assessment of maximum annual benefit limits, additional benefits included in standard policies, coverage for diverse use cases, and repair options available to policyholders.

- Maximum annual benefit limits across cover types
- Additional benefits (new car replacement and emergency accommodation)
- Coverage for rideshare or food delivery use
- Customer choice of repairer and policy flexibility options

#### **4. Customer Experience**

The independent judging panel examines each Car insurer based on their digital capabilities, customer support availability, and service responsiveness. This includes a detailed assessment of online policy management, mobile application functionality, approval times, and customer support channels with response time metrics.

- Online policy purchase and mobile application capabilities
- Policy approval times and digital experience quality
- Customer support channels and average response times
- 24-hour emergency helpline availability

#### **5. Claims Experience**

The independent judging panel examines each Car insurer based on their claims handling process, repair guarantees, and customer support during claims. This includes a detailed assessment of parts and repair warranties, genuine parts usage, digital claims submission options, and processing efficiency from submission to resolution.

- Lifetime guarantees on parts and repairs
- Genuine parts usage as standard practice
- Online and mobile app claims submission capabilities
- Claims processing times
- Approval rates with dispute support

## Customer Scenarios

To ensure a fair and accurate comparison, car insurance applicants are assessed against **three distinct customer profiles** that reflect real-world needs. This approach allows the judging panel to evaluate each provider's strengths within relevant segments and highlight those that deliver exceptional value and service for different types of members.

Scenarios	Customer Attributes
<b>Scenario 1 – Single</b>	<ul style="list-style-type: none"> <li>● Age: 21</li> <li>● Gender: Female</li> <li>● Purpose: Private use, including commuting to work or study 2 days per week</li> <li>● Vehicle: 2019 Mazda 3 GT (Sedan) – Automatic</li> <li>● Usage: ≤15,000 kms per year</li> <li>● Storage: Under a Carport</li> <li>● Insured: Market Value</li> <li>● Standard Excess: \$1,500</li> <li>● Additional Drivers: N/A</li> <li>● Driver History: No at-fault accidents or traffic infringements</li> </ul>
<b>Scenario 2 – Single</b>	<ul style="list-style-type: none"> <li>● Age: 36</li> <li>● Gender: Male</li> <li>● Purpose: Private use only, no commuting</li> <li>● Vehicle: 2022 Toyota RAV4 XSE (SUV) – Automatic</li> <li>● Usage: ≤20,000 kms per year</li> <li>● Storage: Private Garage</li> <li>● Insured: Market Value</li> <li>● Standard Excess: \$1,000</li> <li>● Additional Drivers: N/A</li> <li>● Driver History: No at-fault accidents or traffic infringements</li> </ul>
<b>Scenario 3 – Single</b>	<ul style="list-style-type: none"> <li>● Age: 42</li> <li>● Gender: Female</li> <li>● Purpose: Private use, including commuting to work 5 days per week</li> <li>● Vehicle: 2024 Tesla Model 3 RWD – Sedan (Electric)</li> <li>● Usage: ≤15,000 kms per year</li> <li>● Storage: Private Garage (with home EV charger installed)</li> <li>● Insured: Market Value</li> <li>● Standard Excess: \$1,000</li> <li>● Additional Drivers: N/A</li> <li>● Driver History: No at-fault accidents or traffic infringements</li> </ul>

**Scenario 4  
– Couple**

- Age: 51
- Gender: Male & Female
- Purpose: Private use, including commuting to work 5 days per week
- Vehicle: 2025 Isuzu MU-X 4WD (SUV) – Automatic
- Usage: ≤20,000 kms per year
- Storage: Private Garage
- Insured: Market Value
- Standard Excess: \$750
- Additional Drivers: Spouse
- Driver History: No at-fault accidents or traffic infringements

## Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

## Data Collection & Review Process

WeMoney collects data from Car Insurance Providers and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Car Insurance Providers. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of consumers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

## Award Eligibility

Insurers were given 4 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Insurers that provided data satisfactorily and met all requirements, were included in the WeMoney Awards Program.

## The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

## Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees, Value, Quality, Customer Experience and Claims Experience among others, that broadly fall into the following 5 categories:

- Affordability & Fees
- Value
- Quality
- Customer Experience
- Claims Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

## Weighting

Criteria	Indicative Breakdown	Weighting (%)
<b>Affordability &amp; Fees</b>	<ul style="list-style-type: none"> <li>• Premium quotes across multiple customer scenarios</li> <li>• Standard and variable excess amounts</li> <li>• Sign-up incentives, bundled discounts, and renewal bonuses</li> <li>• Policy payment frequency options</li> <li>• Cancellation Costs</li> </ul>	<b>20%</b>
<b>Value</b>	<ul style="list-style-type: none"> <li>• Market value and agreed value selection options</li> <li>• Free or discounted roadside assistance inclusion</li> <li>• Windscreen cover as part of the standard comprehensive policy</li> <li>• Sign-up incentives and bundled discount opportunities</li> </ul>	<b>20%</b>
<b>Quality</b>	<ul style="list-style-type: none"> <li>• Maximum annual benefit limits across cover types</li> <li>• Additional benefits (new car replacement and emergency accommodation)</li> <li>• Coverage for rideshare or food delivery use</li> <li>• Customer choice of repairer and policy flexibility options</li> </ul>	<b>20%</b>
<b>Customer Experience</b>	<ul style="list-style-type: none"> <li>• Online policy purchase and mobile application capabilities</li> <li>• Policy approval times and digital experience quality</li> <li>• Customer support channels and average response times</li> <li>• 24-hour emergency helpline availability</li> </ul>	<b>20%</b>

<b>Claims Experience</b>	<ul style="list-style-type: none"><li>● Lifetime guarantees on parts and repairs</li><li>● Genuine parts usage as standard practice</li><li>● Online and mobile app claims submission capabilities</li><li>● Claims processing times</li><li>● Approval rates with dispute support</li></ul>	<b>20%</b>
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