

FOR IMMEDIATE RELEASE**Appointment of a new Deputy Executive Director**

Montreal, April 21, 2021 - Johanne Lamanque, General Manager, *Groupement des assureurs automobiles* (GAA), is pleased to announce the appointment of Maurice Lefrançois as Deputy Executive Director. He will replace Michel Ladéroute, who will be retiring in July 2021.

Appointment of Maurice Lefrançois

Maurice Lefrançois joined GAA in 2018 as Director, Automobile Appraisal and Insurance Plans. A committed manager and visionary, his involvement helped GAA enhance its relations with the auto repair industry and update its appraisal training program. He currently supervises all the activities and projects related to the *Fichier central des sinistres automobiles*, Risk Sharing Plan and Joint Report, all key GAA activities.

He has been an active member of the industry for nearly 20 years and has worked in a number of organizations, including Insurance Bureau of Canada, and *Corporation des assureurs directs de dommages du Québec* (CADD). Since 2019, he has been the Coordinator of the Automobile Insurance Standards and Practices Committee, which oversees several GAA standing committees. His experience has given him a very sound understanding of the issues in our industry.

He will assume his new duties on May 3, 2021.

Retirement of Michel Ladéroute

Michel Ladéroute, Deputy Executive Director, will be retiring this coming July after 36 years of service with *Groupement des assureurs automobiles* (GAA).

Mr. Ladéroute joined GAA in 1984 as Programmer-Analyst and has been a member of the Management team for the past 20 years, and Deputy Executive Director since 2015.

In addition to his commitment and attention to detail in all the major projects he led, Mr. Ladéroute is well known for his thoughtfulness, camaraderie and team spirit. A man of value, he has exemplified the values of GAA during a very successful career.

About *Groupement des assureurs automobiles*

Groupement des assureurs automobiles' mission is to actively participate in developing the automobile insurance industry in Quebec and to safeguard consumers' interests, more specifically by guaranteeing them access to insurance, streamlining the claims settlement process and promoting fair and equitable premiums based on published statistical data. For more information : <https://gaa.qc.ca/en/>

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