

FOR IMMEDIATE RELEASE

Appointment of Maurice Lefrançois as General Manager of the Groupement des assureurs automobiles

Montreal, March 28, 2025 –The Groupement des assureurs automobiles (GAA) announces the appointment of Maurice Lefrançois as General Manager. He succeeds Johanne Lamanque who retires on March 28.

A member of the Quebec Bar since 1995, Mr. Lefrançois has more than 20 years of experience in various management positions and has an in-depth knowledge of the automobile insurance industry in Quebec, and all related issues.

Mr. Lefrançois joined the GAA in 2018 as Director, Automobile Appraisals and Insurance Plans and was then promoted to Assistant General Manager in 2021. He has been at the heart of the GAA's activities and mandates for several years, including the pursuit of two major projects, namely the revision of automobile insurance forms in collaboration with the Autorité des marchés financiers (the "AMF") and the Évolusys project, the GAA's largest technological project aimed at ensuring the sustainability of its mission systems.

Mr. Lefrançois is very active in our industry and has served on several committees, including some with the Chambre de l'assurance de dommages and the Insurance Bureau of Canada.

"We are privileged to be able to count on the expertise and skills of Maurice Lefrançois," said Diane Bélanger, Chair of the GAA's Board of Directors. His vision and leadership will enable the GAA, in the accomplishment of its mission, to provide an agile and relevant response to the ever-changing needs of its members, consumers and partners.

A key player in the automotive insurance industry, the GAA's mission is to guarantee access to automobile insurance and facilitate the settlement of claims.

About the Groupement des assureurs automobiles

The GAA was created in 1978 and brings together all private automobile insurers. It manages various mechanisms and activities that include informing and raising awareness among motorists, designing and promoting the Joint Accident Report, managing the Direct Compensation Agreement, the Automobile Statistical Plan and the Fichier central des sinistres automobiles, as well as establishing standards and procedures for damage appraisal and the qualification of appraisers. For more information: gaa.qc.ca

– 30 –

Information:

Anne Morin
(514) 288-1537, ext. 2229
amorin@gaa.qc.ca