



February 28, 2025

CALI public relations activities launched

The General Insurance Association of Japan (GIAJ) launched CALI (compulsory automobile liability insurance) public relations activities for fiscal 2024 (on February 27, 2025).

The purpose of these activities is to increase awareness and understanding of the CALI system and to prevent insurance coverage omissions.

The campaign has been conducted since 1966. For this year's version, the original characters (three brothers) have been used. They appear on posters, web commercials, and a special website, with the slogan "CALI and checking for the CALI sticker is absolutely imperative!"

The campaign is designed to remind the general public that CALI is mandatory, that it is necessary to take precautions against allowing it to expire, and that CALI insurance is intended to protect traffic accident victims.

(Related Web sites in Japanese)

<https://www.jibaisekihoken-koho.jp/>

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