

Bigger bikes, better product – Highway re-launches Choice Motorcycle

31 March 2008 – Broker only insurer Highway has re-launched its Choice Motorcycle product. This follows a wide-ranging review of all rating factors, acceptance rules and underwriting terms, as well as consultation with brokers. The changes have been designed to improve the product's footprint and competitiveness.

The product, which is available on full-cycle EDI, covers motorcycles up to a value of £15,000 on comprehensive cover and £6,000 on non comprehensive. It covers riders aged from 16 to 69, and a wide range of motorcycles from super sports and tourers right through to scooters and mopeds.

Commenting on the relaunch, managing director of Highway Chris Hill said: "We are keen to make the product appeal to a broader range of risks, while at the same time maintaining effective underwriting controls. We have introduced discounts to reward safer, experienced riders through the Post Test Trainers Register (ERB) and Bike Safe Courses run by the Metropolitan Police, and we are encouraging riders to use high quality security systems.

One of our main aims was to become more competitive for larger bikes, and we believe we have achieved this."

For more information visit www.highway-insurance.co.uk

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Notes to Editors

Highway Insurance

Established more than 50 years ago as a motor insurance specialist, Highway has consistently focused its business on relationships with insurance brokers and other intermediaries. In 2003, Highway exited Lloyd's and now underwrites both standard and specialist motor insurance exclusively through Highway Insurance Company Limited.

Today, Highway is the Insurer of Choice for motor and is one of the UK's most profitable motor insurers. The company employs over 400 staff and operates from four locations in the UK. Commitment to long-term partnerships is fundamental to its success. Working closely with their 2,500 intermediaries Highway provides competitively priced, well serviced, efficiently distributed solutions.