

Highway overhauls Choice Private Car product

02 January 2008 – Broker-only personal lines insurer, Highway Insurance, has overhauled its screen-driven EDI Choice Private Car product following a major review of its rating structure incorporating feedback from the broker market. As a result its postcode and vehicle ratings have been updated and introductory bonuses for safe, experienced drivers introduced. The enhanced product also includes cover for child seats to reflect the move towards family vehicles.

The new product is effective for new business and renewals from 1st January 2008.

Chris Hill, Highway Managing Director said: “This re-launch is very much part of Highway’s overall strategy and the core aim is to widen our footprint and compete better in the general private car market – particularly super-minis and family oriented cars. Mr Hill was keen to stress that the product would not weaken market rates “the re-launch of Highway Choice Private Car has been timed to coincide with the removal of all concessionary discounts and deals. Our aim is to appear more competitive on brokers’ screens for our target risks, with changes designed to ensure our overall premium strength is not reduced. We will continue to apply rate increases during 2008 to ensure premiums reach realistic levels.”

Highway Choice Private Car is backed up by a first rate claims service. Customers benefit from a UK based Contact Centre and dedicated in-house repair network, providing on-line vehicle repair tracking and text updates, ensuring they are kept fully informed and back on the road as quickly as possible.

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

– Ends –

Media Contact:

Ian Barrett at FWD

Tel: 020 7623 2368

Mob: 07798 898277

E-mail: ian.barrett@fwdmarketing.co.uk

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.