

Highway helps brokers cash in on classic car craze

07 August 2008:– With an ever-increasing number of cars gaining ‘classic’ status and television programmes such as the BBC’s *Ashes to Ashes* helping to elevate the original Audi Quattro to cult status, the classic car craze in Britain has never been stronger.

To help brokers capitalise on this broadening market Highway has made access to its Choice Classic Vehicle product far easier. From 1 August, for the first time brokers will be able to access Highway’s classic motor product electronically via EDI. Highway has also simplified access by abolishing the need for brokers to have special permission to access its facilities with a Choice Classic Vehicle agency.

Competitive commissions are available to all Highway brokers including those that do not currently place classic car risks with the insurer. EDI will replace the manual method of transaction for brokers using SSP Electra.

To celebrate the electronic launch of Choice Classic Vehicle, Highway is also offering brokers the chance to enter its Crazy Classics competition and win two pairs of tickets to the Classic Sports Car Championships and for one lucky driver, the Ultimate Classic Car Driving Experience. Each competition prize will be awarded to the broker who has placed the highest number of policies at the end of each month and overall units by end of October. For a chance to win brokers should email enquiries@highway-insurance.co.uk.

Garry Shortt, managing director of classic and sports car specialist Classic Chrome commented: “Cars like the AC Cobra and Jaguar E-Type are true classics and stood out in their particular era because they possessed flair and pushed technological boundaries”.

“But the market now extends to include cars such as the original Golf GTi and Audi Quattro which were also outstanding in their day and further revolutionised standards in motoring. So the number of cars considered to be classics is growing rapidly because

those that symbolise great achievement or define an era will continue to attract an enthusiastic following.”

Highway managing director Chris Hill said: “Classic cars have a huge following in the UK and the list of models and marques that inspire owners and enthusiasts is growing. Cars such as the first Audi Quattro, Sierra XR4i or the original Golf GTI have attracted a significant enthusiast following and have now gained classic or cherished car status.”

“With the enhancements to Choice Classic Vehicle, Highway has made it much easier for brokers to tap into this increasingly popular market.”

The electronic Highway Choice Classic Vehicle scheme includes the following benefits:

- Drivers aged 23 - 74 years
- Vehicle values: Comprehensive £1,000 - £30,000, TPFT up to £4,000
- Agreed Value available (subject to photographs)
- Accidents and Convictions acceptable (subject to terms)
- Up to £20,000,000 Third party liability
- Wedding use available
- Limited mileage up to 5,999 per annum
- Up to £600 Windscreen cover (Comp only)
- Personal accident £5,000 (Comp only)
- Personal belongings £100 (Comp only)
- Medical expenses £150 (Comp only)
- 90 Days Foreign use (EU only)
- Lock replacement/Stolen key cover up to £750 (Comp only)
- 24/7 Claims reporting (UK Based)
- Short period cancellation scale up to 120 days
- Must be a genuine second vehicle

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.