



21 November 2008

## **ABC and Highway brokers offered dual agency agreement**

In an initiative to bring added value to brokers as a result of the recent Highway acquisition, LV= has written to 700 brokers currently working with either ABC or Highway, to offer them a dual agency agreement.

The move will enable brokers to access the full range of broker-only insurance policies offered by the LV= group. ABC's product range includes Commercial Products for the Licensing Trade, Shops, Offices & Surgeries plus Commercial Combined Insurance.

Highway also offers both personal lines and commercial products including Car, Fleet, Truck, Motorbike and Home Insurance.

Highway Insurance was purchased by LV= in October this year in a move to accelerate LV= stated ambition of becoming a top five insurer by 2012.

### **Phil Bunker, Managing Director of LV='s Broker Division, commented:**

"In today's competitive market to win and retain business brokers want access to a wide range of high quality products, at competitive prices backed up by excellent service. LV= aims to offer exactly this and by offering dual agency agreements to our brokers we will enable them to compete more effectively and offer a wider range of products to their customers."

- ends -

### **For further information**

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### **Notes to Editors**

#### **About LV= ([www.lv.com](http://www.lv.com))**

LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and LV= is a trading style of the Liverpool Victoria group of companies.

LV= employs over 2,700 people, serves more than 2.5 million customers and members, and manages more than £7.7 billion on their behalf. We are the UK's largest friendly society and a leading mutual financial services provider.