

SUPERCOVER INSURANCE PRESS RELEASE

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Motor insurers need to get aggressive with add-ons.

Photo available.

Stripped-to-the-bone motor insurers will benefit from the public's growing ownership of phones, gadgets and netbooks in 2010 – if they move aggressively to create a new add-on insurance product.

Carmi Korine, director of gadget and mobile phone specialist insurer Supercover, says that around 50% of such kit remains uninsured in the UK – but is a potentially massive generator for the motor insurance industry providing it's not beaten to it by other insurance sectors.

"Motor insurers have to get more aggressive on add-ons, because there's so little margin in mainstream insurance. Commissions are strong in gadget insurance, and, in 2010, people will see the value of insuring their gadgets – not just the equipment itself, but backing up the contents too. Motor insurers are perfectly-placed to offer that sort of insurance and benefit from commissions," said Carmi Korine.

"Car insurance premiums are usually in the hundreds or even thousands of pounds for most people, so the offer of a high-value but low-cost insurance product covering phones, gadgets, satnavs and netbooks should be a relatively easy sell to customers.

"What's more, huge numbers of phones, laptop, netbooks, satnavs, music players, tools and other equipment are stolen from cars – and often not covered by a vehicle policy.

"In a nutshell, £2.49 a month could help prevent a true 'life crash' for customers – not only does damaged, lost or stolen equipment get replaced, but free back-up, restore and remote access of up to 3GB of content is included – for which most providers charge £5 a month - and that could well be of massive value to somebody whose entire life is on one, two or three gadgets."

Supercover's mobile phone and gadget policy can be white-labelled into any insurer's branding and sold to customers as an own-brand product. Premiums to customers start at £2.49 a month.

The policy includes gadget insurance cover for mobile phones, satnav, netbooks, MP3 and MP4 players and other consumer-portable high-intrinsic-value items – including power tools – and includes 3GB of back-up and storage for relevant items at no extra cost.

“Not only is our pricing competitive, but we have what we believe to be the fastest claims handling process in the niche industry, and a strong and attractive commission structure.”

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Supercover Insurance began life as Mobile Phone Supercover Ltd in 1995 to provide extended warranty for mobile phones only. In 2005 the business expanded to include cover on mobile phones and other essential everyday electronic items to include laptops, PCs, satellite navigation systems, iPods, MP3 players, TVs and more. In order to reflect the diverse product range being offered, the company's name was changed to Supercover Insurance. Supercover now has a strong, ever-increasing base of around 1,000 channel partners across the UK and the Republic of Ireland, with a customer base exceeding 100,000 consumers.