



WHICH? HOLIDAY RESEARCH BRINGS CREDIT TO INSURANCE4CARHIRE.COM

Insurance4carhire.com, the award winning online excess insurance provider, constantly urges consumers to be savvy with their car hire insurance choices and to be aware of both products in the car hire market that may be able to save them cash and of the potential 'bumps in the road' that can be found when hiring a car. New research from [Which? Holiday](#) clearly demonstrates the potential problems and highlights **Insurance4carhire.com** as a possible way to protect excess charges across an annual period.

The **Which? Holiday** research, released on January 13th, emphasises some of the pitfalls that can occur through the loss of car keys and how customers can be out of pocket should they not be fully covered. However, **Insurance4carhire.com** provides annual cover for excesses on damage and loss of car keys. For those aged between 21 and 74, valid for 31 continuous days in any one rental period, policies are available from £49 for Europe and £65 for Worldwide - ultimately protecting the customer against excess charges whenever they rent a car.

In addition to costs obtained through lost keys, Brits driving rented cars in Europe are vulnerable to potentially large Excess penalties of up to £1,000 which car rental firms can swipe from their credit cards in the event of damage or theft of the vehicle. The territories where car rental companies can make a dent to wallets and purses include popular European holiday and second home hotspots such as Italy, Spain, Portugal, France and Ireland.

Dan Smith, Managing Director, **Insurance4carhire.com** commented: "Customer confusion can easily be avoided with a little research and information found on the **Insurance4carhire.com** website. We have guides available taking customers through the car hire process step by step and also provide information about driving in another country. I'm delighted that the **Which? Holiday** research credits **Insurance4carhire.com** in a positive light that is undoubtedly beneficial to the car hire customer."

www.insurance4carhire.com

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Notes to Editors:

Founded in 2002 Insurance4carhire is an innovative online excess insurance provider whose core business is the provision of car rental Excess insurance. The business was born out of the high costs being charged by the car rental companies for Excess cover. Insurance4carhire strives to bring customers annual Excess insurance products offering customers convenience, peace of mind and significant savings when they rent cars. The business has grown rapidly selling more than 350,000 policies.

In 2005, for the second year running, Insurance4carhire received the accolade of "World's Leading Innovative Ecommerce Travel Product" from The World Travel Awards. These annual awards

celebrate achievement in the travel industry and are based on votes cast by travel industry professionals throughout Europe. To reflect the increasingly global reach of its products, Insurance4carhire changed underwriters to AIG UK Ltd, a member company of American International Group, Inc., (AIG) in December 2007. AIG is one of the worlds leading insurance companies with operations in more than 130 countries. Insurance4carhire is now part of the Towergate Partnership the largest independently owned insurance intermediary in Europe.