



INSURANCE4CARHIRE.COM'S BEST DRIVES IN THE U.S

HOW TO GET MORE BANG FOR YOUR BUCK

If you're thinking of hitting the road for a driving adventure, the US is the place to be. Offering some of the best driving routes in the world, America is the perfect destination for a road trip. While the credit crunch is forcing people to pinch every penny and count their cents while travelling in the USA, insurance4carhire.com offers an excellent annual insurance policy so you can enjoy the best drives in the US for less, with peace of mind and all while making sure you get more bang for your buck.

Insurance4carhire.com is an online insurance company who provide a low cost alternative to the expensive insurance charges offered by car rental companies and they are perfect for those looking to save while in the US. The 'USA and Canada 31' policy costs **£109** and not only **covers all the car hire insurance needed** when in the US/Canada for up to 31 continuous days on any one rental agreement – but holidaymakers can hire as **often as they wish** on future trips to the US over the 12 month cover period.

By taking out annual Collision Damage Waiver (CDW) and Supplemental Liability Insurance (SLI) before travelling, customers avoid costly insurance charges of as much as US \$30 per day, sold at the car rental counter. The policy Covers the rented vehicle for CDW/LDW (Collision Damage Waiver/Loss Damage Waiver = damage, theft and loss of use) up to US\$ 100,000 and Supplemental Liability Insurance (SLI) covering third party up to US \$1 million. The policy covers the Policy Holder, who must be the person hiring the car, and all additional drivers named on car rental agreement.

With such great savings possible on car insurance, now is the perfect time to hit the road for the journey of a lifetime. Check out some of the most famous US drives guaranteed to satisfy drivers everywhere.

HISTORIC ROUTE 66

You'd be hard pressed to find a driver who hasn't heard of the legendary Route 66, one of the original US highways often known as the Mother Road. The famous highway originally ran from Chicago, Illinois, through Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California, before ending at Los Angeles, encompassing a total of 2,448 miles. It was recognized in popular culture by both a hit song and a television show in the 1950s and 1960s, before being officially removed in 1985.

For drivers who still want a taste of the route, Portions of the road that passed through Illinois, Missouri, New Mexico, and Arizona have been designated a National Scenic Byway named "Historic Route 66". In 1990, Route 66 associations were founded separately in both Arizona and Missouri. As the popularity and mythical stature of Route 66 has continued to grow, demands have begun to mount to improve signage, return Route 66 to road atlases and revive its status as a continuous routing. Along these lines Route 66 has been established as a National Scenic Byway in Illinois, Arizona and New Mexico with National Scenic Byway status pending in Oklahoma and Missouri as of 2007. Another move is also afoot that aims to reinstate Route 66 as an official U.S. Route. Until then, drivers can still enjoy Historic Route 66 for a scenic and historical journey they will not forget. www.historic66.com

ET HIGHWAY, NEVADA

Curious about life in space? The ET Highway in Nevada is the perfect drive trip for you. Journey 147 miles north of Las Vegas and you will find the Extraterrestrial Highway (Highway 375) in Sand Spring Valley. Highway 375 stretches for 98 miles and the tiny town of Rachel is a popular stopping point for UFO fans hoping to learn more about the highway and the mysterious former military testing facility, Area 51. The E.T. Highway earned its moniker in April 1996, thanks to the hundreds of claims of UFO sightings along the lonely stretch of road, which is close to top-secret Area 51. Even today, visitors and locals report seeing strange lights in the night sky. As a result, the E.T. Highway draws hundreds of curious visitors. Day-trippers from Las Vegas routinely stop in Rachel before venturing off to hopefully discover the unexpected. www.rachel-nevada.com/ethighway.html

OVERSEAS HIGHWAY, FLORIDA

For holidaymakers seeking some fun in the sun, a cruise along the Overseas Highway through Florida is the perfect drive option. The Overseas Highway is a 127.5-mile long road carrying U.S. Route 1 through the Florida Keys. The Overseas Highway, the southernmost leg of U.S. Highway 1 and sometimes called the Highway That Goes to Sea is a modern wonder. The road, that follows a trail originally blazed in 1912 by Henry Flagler's Florida East Coast Railroad, stretches from Miami to Key West. Today, motorists can travel the highway in less than four hours from Miami. However, drivers should allow time to experience the natural beauty of the ever-changing scenery of the seas and wilderness bordering the roadway, and the magnificent sunrises and sunsets the Sunshine State is famous for. www.floridakeys.com/overseashighway.htm

DRIVING DOWN THE VEGAS STRIP

For travellers looking for exciting nightlife Las Vegas is the place to be, located in the southwestern corner of Nevada near the borders of California and Arizona. All the action in Vegas is centered on one broad avenue that stretches from the southern fringe of the city northward for a dozen miles until it reaches the heart of old downtown. This is Las Vegas Boulevard, commonly known as "the Strip". Nearly all of the major casinos are lined up along its sides. A drive down Las Vegas Boulevard takes you past the pyramid of Luxor casino, the skyline of New York casino, the Eifel Tower of Paris casino, the great tent of the Circus casino and the lofty tower of the Stratosphere casino. Eventually, it takes you to downtown Vegas and Fremont Street, home of the historic old gambling parlors like Binyons and the Golden Nugget. Just driving down the strip past all these spectacular casino resorts is a fantastic experience. At night, "the strip" comes alive with miles of colored neon and millions of dancing lights, making it a perfect place for a driving adventure. www.visitlasvegas.com/vegas/index.jsp

www.insurance4carhire.com

###Ends###

For further information please contact Kevin Gibson or Lauren McNally on 0207 367 0916, or email kevingibson@hillsbalfoursynergy.com / laurenmcnally@hillsbalfoursynergy.com

Notes to Editors:

Founded in 2002 Insurance4carhire is an innovative online insurance company 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 very significant savings when they rent cars. The business has grown rapidly selling more than 190,000 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.