



Insurance4carhire.com appoints Hills Balfour Synergy for PR Representation

Hills Balfour Synergy, one of the UK's leading travel representation agencies, has been appointed as the public relations representatives for Insurance4carhire.com, provider of excess insurance for car hire (covering car hire abroad and in the UK).

Simon Vella, Managing Director, at Insurance4carhire.com commented, "We are confident that Hills Balfour Synergy, with their extensive experience of the travel industry, will prove to be a valuable resource. It's fantastic to enter into the travel arena and to reach out to our key markets through PR."

Insurance4carhire.com is an online insurance company providing car rental excess insurance, a low cost alternative to the expensive Excess Waiver charges offered by car rental companies. Providers of annual excess insurance policies for car hire in Europe, US/Canada and Worldwide, the policies cover the total amount of excess damages drivers are liable for should the car be stolen or if damage is made to the roof, undercarriage, windows and tyres of the car.

Jonathan Sloan, PR Director at Hills Balfour Synergy states, "We are delighted to be appointed by insurance4carhire.com and our PR strategy will encompass a strong UK consumer focus bringing brand and product awareness to both its existing markets and new markets. This further component of the travel industry complements our portfolio of clients perfectly."

As part of Towergate, Europe's largest independent intermediary, the award-winning brand, insurance4carhire.com, brings peace of mind, convenience and savings to travellers who wish to explore the roads away from home.

www.insurance4carhire.com

#Ends

For further information please contact Kevin Gibson or Katherine Shirtcliffe on 0207 3670916,
or by emailing kevingibson@hillsbalfoursynergy.com /
katherineshirtcliffe@hillsbalfoursynergy.com