

SUPEROVER INSURANCE PRESS RELEASE

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Kwik Fit teams up with Supercover Insurance to provide gadget cover.

Kwik Fit has introduced a gadget insurance policy provided by Supercover Insurance, the specialist consumer-portable insurer.

Gadget cover will be linked to and offered alongside existing Kwik Fit travel, household and motor insurance products – and will cover mobile phones, laptops, satnavs, PDAs and portable games consoles on a like-for like replacement basis.

Supercover also offers £500 cover for gadgets stolen from a customer's car, whereas the norm is £150.

"Every household now owns a vast array of gadgets, with most adults walking out of their front door every morning carrying upwards of £800's worth in their handbag or briefcase - laptops, phones, MP3 players as a matter of course – and children not far behind in terms of tech value," said Carmi Korine of Supercover Insurance.

"Gadget insurance is therefore becoming an essential because of the potentially crippling cost of the entire contents of a bag being lost or damaged.

"We're in a niche market in dealing with insurance for consumer-portable high-intrinsic-value items, and therefore not a massive or massively well-known business. But our products, reliability and service standards have been developed and established over the past 15 years – and the trust we engender is reflected in partnerships with big names such as Kwik Fit.

"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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Specscover.com is part of Supercover Insurance plc. The company 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 Plc. 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.