

**NEWS RELEASE:
FOR IMMEDIATE PUBLICATION**



19 March 2018

Keychoice and RAC extend relationship with specialist products

Keychoice, the insurance distribution business owned by SSP, is pleased to announce the extension of its long-term relationship with the RAC for a further five years. This will see the RAC continue as its exclusive breakdown partner until early 2024.

The new deal underlines Keychoice's commitment to nurturing longstanding partnerships with market-leading brands, and the development of additional products through these partners to drive further benefit and value for its members.

Following the success of RAC car, van and bike breakdown, Keychoice is broadening its members' product portfolio with the introduction of five specialist breakdown products, as well as RAC motor legal expenses and RAC top-up loss insurance.

Keychoice's broking community has shared that their customers have asked for more commercially-orientated RAC breakdown and motoring products. To meet this demand, brokers who are Keychoice members will be able to offer cover for taxi, motorhome, minibus, courier vehicle and taxi minibus breakdowns. This includes recovery of the vehicle to a single destination anywhere in the UK and onward travel if the vehicle can't be repaired at the roadside.

With RAC top-up loss insurance, if a customer's vehicle is written off, they will be paid 25% on top of their insurer's settlement figure. This additional payment helps to top-up any shortfall in the price paid for the vehicle versus its current market value. This is particularly pertinent for self-employed individuals, for whom their vehicle is their business.

Ron Atkinson, Distribution Director at SSP said: "I'm delighted to have extended our partnership with the RAC, which is testament to the strong relationship we've already built up.

"Keychoice members are set to have access to a total of ten products from a leading brand with an excellent reputation and customer service, and we have a number of other ancillary products in the pipeline. As a result, brokers will have the flexibility and functionality to keep their customers on the road, both for pleasure and business."

Richard Fuller, Head of Partnerships at the RAC said: "SSP is a trusted strategic partner, so it's great to be able to announce a new long-term arrangement with its Keychoice distribution business."

"Keychoice enables us to connect with hundreds of high street brokers at once, all of whom can offer their customers more tailored motor cover. My team and I look forward to working with Keychoice to develop, in partnership, innovative new products that continue to deliver value to its brokers and their customers."

---ENDS---

Notes to editors

About Keychoice

Keychoice is the insurance distribution group owned by SSP, and its products are exclusively available on SSP's technology platforms. Member brokers are able to win in the market through access to better and more competitive products, making them an attractive distribution channel for insurers. The insurers who partner with Keychoice also access unique data and intelligence that enables them to accurately target growth.

Membership now extends to over 500 members, who control in excess of £1.7bn GWP. Based on our view of the market, Keychoice brokers grew their total GWP by more than 7% during a tough trading period.

www.keychoice.com

About SSP

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years' experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

www.ssp-worldwide.com

About the RAC

First formed in 1897 the RAC has been looking after the needs of its members and championing the interests of motorists for more than 120 years.

Today it has more than eight million members and is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level. This includes voicing concerns about the increasing cost of motoring, particularly the price of fuel and the high level of tax levied on it, advancing levels of road safety, and supporting the needs of all drivers, from young to old.

The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch](#) on Twitter. RAC Fuel Watch is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 30 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 92% of members would recommend RAC Rescue to their friends and family

For further information, please contact:

Cath Alexander

Email: cath.alexander@ssp-worldwide.com

Phone: 0121 779 8487 / 07833 294322

SSP Head Office: Second Floor G Mill, Dean Clough, Halifax, West Yorkshire, HX3 5AX