

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



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## **Keychoice partners with LV= for new specialist vehicle offering**

Keychoice, the insurance distribution business owned by SSP, has partnered with LV= to provide exclusive access for brokers looking to place specialist vehicle business with the insurer.

Whether driven by the engineering, aesthetics or noise of their cars, owners of specialist vehicles have a passion that goes beyond the usual commute from A to B. Expanding the Keychoice product range with the insurance scheme from LV= means members can now place the niche business of these vehicle enthusiasts and access a new lucrative market.

LV='s Highway KC Specialist Vehicle product provides cover for classic cars and motorhomes, including referrals for American cars, modified vehicles and ex-military vehicles – all of which require specialist insurance.

**Ron Atkinson, Distribution Director at SSP said:** "Everything we do is aimed at improving life for our members, so I'm delighted they can now benefit from the dedicated underwriting knowledge and expertise required for this specialist scheme business."

**Michael Lawrence, Personal Lines Director at LV= said:** "We are pleased to be delivering specialist vehicle cover through Keychoice, which enables us to reach out to 500 traditional high street brokers in one fell swoop. This partnership provides a single point of access for all brokers to address the insurance needs of vehicle enthusiasts which might otherwise have been overlooked."

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**Notes to editors**

**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](http://www.ssp-worldwide.com)

**About LV=**

LV= serves over 5.8 million customers with a range of financial products. We are the UK's largest friendly society and a leading financial mutual.

When we started in 1843 our goal was to give financial security to more than just a privileged few and for many decades we were most commonly associated with providing a method of saving to people of modest means. Today we follow a similar purpose, helping people to protect and provide for the things they love, although on a much larger scale and through a wide range of financial services including insurance, investment and retirement products.

We offer our services direct to consumers, as well as through IFAs and insurance brokers.

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. LVFS is a member of the ABI and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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