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# Press Release . . . for immediate release

## **Motorbikes cause increase in inner city accidents**

The latest travel statistics show that more and more people are using motorbikes as a way to beat the traffic jams and congestion charges in central London. Unfortunately, that trend has been accompanied by an increase in the number of accidents involving motorbikes, mopeds and scooters.

Despite the Mayor of London, Ken Livingstone, and the Transport for London's hard-hitting ad campaign to make people more aware of the dangers, the number of deaths and serious injuries on London's roads is still too high. Recent statistics show an increase in the number of collisions over the past few years, in fact approximately 1 in 10 motorcyclists in London last year had a crash that resulted in some form of injury.

David Harlow is MD for the country's premiere online insurance broker InsureYourMotor.com, he comments:

"Turning to two wheels is a very cost effective and efficient method of beating not only Central London traffic but also the recently imposed congestion charges. However, since the introduction of the congestion charges our bike site – [www.onlinebikequote.co.uk](http://www.onlinebikequote.co.uk) have noticed a significantly increased number of motorcycle claims in the Central London area. Although insurance premiums are significantly lower for motorcycles than for cars, accidents are far more frequent and account for a far higher ratio of claims."

Statistics also show that most accidents involving motorcyclists in cities are primarily caused by other road users; predominantly car drivers failing to anticipate the action of the motorcyclist.

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### **Insureyourmotor.com**

With outstanding relationships with Lloyd's syndicates and major European Insurers, InsureYourMotor.com is fast becoming the UK's number one insurance bureau for motorcycles, young drivers, convicted drivers and owners of high performance sports cars. Currently quoting for approximately 80,000 drivers every month, Insureyourmotor.com have risen in just 3 years of trading to become one of the UK's most successful fast track stars.

### **David Harlow**

InsureYourMotor.com is the brainchild of young entrepreneur David Harlow, who having worked in insurance for almost 10 years discovered a gap in the market for online insurance. David started the company in June 2000 with just two members of staff and has since grown the business into a formidable team of over 50 people with a turnover fast approaching £30m.