

7/01/03

Press Release...for immediate release

InsureYourMotor.com steer their way success

InsureYourMotor.com is fast becoming the UK's number one insurance bureau offering a wide range of specialist policies for motorists. Currently quoting for approximately 75,000-100,000 drivers every month, the company have risen in just 3 years of trading to become one of the UK's most successful fast track stars.

Only two and a half years ago, Insureyourmotor.com consisted of two guys in an office searching to fulfil a niche in the insurance market. A phenomenal success story on any level, InsureYourMotor.com has rocketed since its shoestring budget creation to become a major player in today's insurance market with a turnover for 2003 on target to reach £25 million.

The company have recently moved from Hampton to new premises in Ashford, Middlesex to house their ever-growing team, currently consisting of 50 staff. The offices, situated behind Ashford station

InsureYourMotor.com are a young and innovative team headed up by Founder and Managing Director David Harlow, who comments:

“Having worked in the insurance business for many years it became abundantly apparent that the majority of business was conducted over the telephone and if an increase in sales was achieved over a period of time, then the number of employees must also be increased to deal with the enquiries. By creating an online service, people can now go online and get themselves a quote almost immediately with little fuss and less need for expensive staffing costs which ultimately push the price of the quote up.”

David Harlow has over 10 years experience in the insurance business, having spent his early years in management training with Commercial Union. David felt that his

entrepreneurial skills would be better utilized working with a smaller firm, so he joined insurance group Hyperformance. He quickly fast tracked his way up the ranks to Training & HR Manager, where he was also responsible for streamlining the operational procedures and became heavily involved in management decisions. However, David still had ambitions and ideas that could only be achieved if he was in control. The most pragmatic and unique of these ideas was to revolutionise the way in which insurance transactions were made, namely providing online insurance for his clients. In June 2000, David, with a loan from Hyperformance set up InsureYourMotor.com to provide such a service.

David's new online motor insurance bureau was a immediate and resounding success with profits coming after just 11 months and all set up costs being recovered after only 20 months. Turnover continued to grow in year 2 reaching £16m with projected figures for 2003 on target to reach in excess of £25m. InsureYourMotor.com now accounts for some 40% of the total Hyperformance turnover.

With their ever-growing client base, they are able to offer more and more unique offers to specific sectors of the market such as airline crew and white van drivers. David's latest ventures, which go live in the next fortnight, include dedicated sites for commercial vehicles and motorbikes. David comments,

“Our customers have been asking us to move into new areas where they feel there is a lack of competition and dynamism. Our new van and bike websites are the first parts of our expansion into new markets”.

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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 young drivers, convicted drivers and owners of high performance sports cars. Currently quoting for approximately 75,000-100,000 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 40 people with a turnover fast approaching £30m.

For further information please visit the website: www.InsureYourMotor.com

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