

A higher return for Broker Direct members.

Broker Direct are proud to announce the launch of **BD Provide**, a new motor insurance product developed in partnership with, and underwritten by, Provident Insurance.

The two organisations have been working together for a number of months and have identified a profitable niche of lower risk drivers aged between 25 and 75 living in rural and urban areas. **BD Provide** is a Third Party Fire and Theft product, designed to target this niche. This proposition provides a lower risk, higher return product and addresses the current tough trading and consumer environments with competitive commission rates for the broker and affordable premiums for the policyholder.

The product will be available exclusively to Broker Direct members, through the OpenGI, SSP and CDL software systems.

Paul M Brierley, Director of Sales & Marketing at Broker Direct comments: *“Brokers acknowledge the exceptional reputation Provident Insurance has within the marketplace, together with their unqualified respect for the broker’s client relationships. We are delighted to have developed this product in partnership with Provident Insurance and to be able to provide greater choice for our brokers and their most valued clients”.*

Mike Smith, Provident Insurance Sales Director said: *“As a company we continuously work closely with our brokers and partners to bring to market initiatives that generate additional trading opportunities to our brokers. We are very pleased with what we have achieved through our relationship with Broker Direct and look forward to working together on further developments in the future”.*

Ends

July 2009.