

Carole Nash Shortlisted for Prestigious National Award

Submitted by: SEPR

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Altrincham's Carole Nash Insurance Consultants has been shortlisted for one of the UK insurance industry's most prestigious awards. The motorcycle insurance (<http://www.carolenash.com>) specialist will do battle with Kwik Fit Insurance for the British Insurance Awards' Personal Lines Broker of the Year title. Also shortlisted is MCE Insurance.

Carole Nash, which won the award in 2003, is in the running again after introducing a host of new products, launching fresh marketing initiatives and reduced administrative costs to secure record profits last year. Among achievements which secured its place in the final was the introduction of a range of "add-on" policies available exclusively to Carole Nash bike insurance (<http://www.carolenash.com>) policyholders and offering dedicated protection for expensive biking gear, lost or stolen keys and personal accident cover. It also re-launched its [carolenash.com](http://www.carolenash.com) website, introducing over 10,000 pages of editorial content written by some of the UK's most renowned biking journalists.

"It's an achievement in itself to reach the final of what is a landmark award within our industry and, given the strength of our case hopefully we can go on to win it," comments Carole Nash's chief executive David Newman. "We have been able to provide firm evidence of success in every area being examined by the judges, including product and service innovation, marketing skills, staff development and quality of service."

Entries are being judged by an expert panel which includes Rick Hudson, past president of the Chartered Insurance Institute, Barbara Bradshaw, chief executive, of The Institute of Insurance Brokers, Sean McGovern, general counsel, at Lloyd's of London and Anthony Gould, group editor in chief of Incisive Media which publishing industry titles Post Magazine, Insurance Age and Professional Broking.

The winner will be announced at a glitzy award ceremony being hosted at London's Royal Albert Hall on July 8th.

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Editor's Note:

1.The BIA website notes that the Personal Lines Broker of the Year award is; "Open to all insurance brokers and independent intermediaries. Entrants should demonstrate how they have responded to demands of consumers for products relevant to their needs coupled with top quality service. The entrant might be a large firm offering a broad range of insurances or a specialist intermediary focusing on a niche market. The judges will be assessing product and service innovation in the context of profitable growth. Other key factors will be skills in marketing and staff development." Full details of the judging panel can be found at <http://www.insuranceawards.com/judges.html>

2.Carole Nash is the UK's biggest motorcycle insurance intermediary with over 300,000 modern, classic, vintage, custom and off road bikes – around 25% of those on the road - insured through the company. Its market-leading status has also been confirmed by the independent bikers' survey, RiDER Power, which has

found the company the Most Used Broker six times in the past seven years. For further information on the company and this offer visit www.carolenash.com