

# Silversurfers.com launches range of insurance products for the over 50s

Submitted by: Silversurfers.com

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LONDON, March 13th 2017 – Silversurfers.com, the largest UK online community, today announces the launch of its insurance products for the over 50s. Brought to Silversurfers.com (<https://www.silversurfers.com>) members with exclusive discounts (10% across the range), this range of insurance products includes motor, home, travel, life, medical, income and care at home and aims to offer the best products for the best price.

Martin Lock, CEO of Silversurfers.com, says, “Our strategy is to partner with leading providers who can deliver innovative, exciting insurance solutions. We will constantly evaluate and introduce new products as the needs of our members change. We want to maintain maximum flexibility so that we can always offer the best of the best to our members. We have partnered with Allianz Global Assistance, A-Plan and Free Spirit because this combination of partners enables us to offer our members a wide range of products and the very best the market has to offer in terms of the product, price and customer service.

Our aim is to be agile and be able to respond rapidly to our members’ requirements. For example, we have given consideration to people with existing medical conditions who want to travel and have a solution for this.”

Ben Massingham, Head of Corporate at Allianz Global Assistance, says, “We are delighted to be working in partnership with Silversurfers.com, bringing our wide range of quality cover to the over 50s market. Silversurfers shares our commitment to customer service and we look forward to working closely to meet the needs of its members.

“We understand that traditionally the over 50s may have felt that products like travel insurance excluded them, but this partnership aims to dispel that perception and extend our products into wider markets.”

The Silversurfers.com (<https://www.silversurfers.com>) community is now the largest online community for the over 50s in the UK. Members benefit from a range of exclusive discounts from major brands and offers apply to everything from theatre tickets to travel, motoring and products and services for the home.

Martin Lock, CEO of Silversurfers.com continues, “Silversurfers is a brand which is built on trust, with a growing community of over 50s who want a site they can rely on and a community to connect with.

“Allianz Global Assistance, A-Plan and Free Spirit have a reputation for quality, and experience and if our members need support there is always an expert they can talk to in person.”

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Martin Lock is available for interview and to talk about Silversurfers.com in more detail. Please contact Denise Pritchard at [denise.pritchard@silversurfers.com](mailto:denise.pritchard@silversurfers.com) to set up a time.

## About Silversurfers.com

The Silversurfers brand is also the generic term for the over 50s who use the Internet.

Silversurfers.com is a unique and informative lifestyle website and social network exclusively for the online community of over 50s. The site was developed by an experienced team all aged over 50 in response to the growing number of internet users aged over 50, which currently stands at over 17 million. The management team has extensive knowledge of the digital world. Commercial, editorial, marketing, sales and digital expertise is supported by a diverse board which is guiding the business's rapid growth.

Silversurfers.com is a trusted and friendly online community environment providing news, reviews, features and offers from leading brands. Key sections include: Silvercard+ (discounts), "Speakers Corner", (where visitors can vote and comment on a large range of subjects), Barometer Surveys, "Best of The Web": (a round-up of useful websites covering over 200 topics ranging from health and wellbeing, travel and finance to cars, technology, sport and gardening), Showcase, where members publish their own content and Silversurfersdating.com, an online friendship site for the over 50s.

Its widely-used community and social media sites (the largest UK over 50s social media Facebook site with more than 405,000 followers with average interaction rates up to 2.6 million people per week and posts reaching over 12 million people) provide an integrated social experience for users who want to meet new friends, connect with old friends and share information online.

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## About Allianz Global Assistance

Allianz Global Assistance is a globally renowned and specialized brand of Allianz Worldwide Partners for assistance services and travel insurance. Dedicated, multilingual teams work hand in hand with a vast, global network of service providers and correspondents and help people 24/7 by combining a unique human touch with innovative technologies and services. 250 million people, or 4% of the world's total population, benefit from the services that this brand offers, which are provided on all five continents.

[www.allianz-assistance.co.uk](http://www.allianz-assistance.co.uk)

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## About Free Spirit

Free Spirit is one of the UK's largest specialist travel insurance schemes for people of any age with medical conditions and disabilities, including cover for those with terminal conditions. Established over 19 years ago, it was the first specialist travel insurance scheme of its type to cater for people who could not get travel cover elsewhere due to their health or age. The scheme is provided by P J Hayman & Company, a specialist travel insurance provider with over 25 years of experience. [www.pjhayman.com](http://www.pjhayman.com)

#### About A-Plan

Established in 1963, A-Plan is a leading UK independent high-street insurance broker. The company provides a complete range of competitive insurance products to consumers and small businesses – from household, car, van, travel, pet, classic car, life and health insurance to shop, office, tradesman and fleet cover. Through its network of more than 80 branches across the UK, A-Plan prides itself on the highly personal service it offers to the communities in which it operates. Its presence within the local community is core to the Group's value proposition, enabling the business to better understand and serve its clients and to manage insurance risk more intelligently. This highly personal client service proposition is the foundation upon which A-Plan's success has been built. As such, the business has an unbroken 25-year track record of revenue growth.

A-Plan Insurance is a trading style of A-Plan Holdings is authorised and regulated by the Financial Conduct Authority (FCA). It is also a member of the British Insurance Brokers' Association (BIBA).

[www.aplan.co.uk](http://www.aplan.co.uk)

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