

RENEWALS LEAD EMAIL

Subject Line: Saga Car Insurance – for as little as £116 per year

Dear Mr Sample

If you're looking to renew your car insurance soon – here's an offer from Saga that you'll find hard to beat right now.

How about comprehensive cover for as little as £116 - and a maximum 70% No Claims discount?

And remember, our comprehensive policies enjoy a 5-Star Rating with Defaqto, because of the very special range of features and benefits that are not offered by other companies.

We have also been named a 'Recommended Provider' of comprehensive motor insurance by respected consumer group, Which?

So, to see how much we could save you on your car insurance for the next year, just [click here](#) for a quote - or call 0800 015 4752 stating reference XXXXX.

Of course, if it's more convenient, just buy online at [www.saga.co.uk/xxxxx](http://www.saga.co.uk/xxxxx)

We look forward to hearing from you soon.

With warm regards

A N Other  
Motor Insurance Manager

P.S. We are proud to reward safe and intelligent drivers like you. So, take full advantage of our comprehensive cover - for as little as £116 and also enjoy a 70% No Claims discount.

**Benefit from our exceptional Uninsured Driver Cover**

If an uninsured driver hits your car, through no fault of yours, just supply us with their vehicle registration and accident details – and we'll refund any excess paid - and your No Claims Discount will not be affected.

**Enjoy peace of mind with Saga's Vandalism Cover**

Your No Claims Discount will also be unaffected if your car is damaged by vandals.

RENEWALS FOLLOW-UP EMAIL

Subject Line: Saga Car Insurance – from £116 and 70% No Claims

Dear Mr Sample

Here at Saga, we like to reward careful motorists with a first-class driving record.

People just like you.

We could offer you comprehensive cover for as little as £116 - and a maximum 70% No Claims discount.

And remember, our comprehensive policies enjoy a 5-Star Rating with Defaqto, because of the very special range of features and benefits that are not offered by other companies.

We have also been named a 'Recommended Provider' of comprehensive motor insurance by respected consumer group, Which?

So, to see how much we could save you on your car insurance for the next year, just [click here](#) for a quote or call 0800 015 4752 stating reference XXXXXX.

Of course, if it's more convenient, just buy online at [www.saga.co.uk/xxxxx](http://www.saga.co.uk/xxxxx)

We look forward to hearing from you soon.

With warm regards

A N Other  
Motor Insurance Manager

P.S. This is one of the very best deals in the market right now. So contact us today – and take full advantage of our comprehensive cover - for as little as £116 with a 70% No Claims discount.

Benefit from our exceptional Uninsured Driver Cover

If an uninsured driver hits your car, through no fault of yours, just supply us with their vehicle registration and accident details – and we'll refund any excess paid - and your No Claims Discount will not be affected.

Enjoy peace of mind with Saga's Vandalism Cover

Your No Claims Discount will also be unaffected if your car is damaged by vandals.