

Mr A B Sample
Sample Cottage
Sampletown
Sampleshire
SS1 1SS

Dear Mr Sample

**Saga Motor Insurance - we would like to reward you
for being a careful driver**

Saga is the leading specialist insurance provider for people aged 50+. And we really like to reward people like you, who take special care when they are driving.

Our comprehensive cover costs as little as £116 for the whole year. What's more, we also offer a maximum No Claims Discount of 70%.

Between December 2013 and February 2014, 10% of our customers, who took out a comprehensive policy and paid annually - paid this low amount - and, in certain cases, even less...

So, as you will soon be renewing your car insurance, I thought you might find this offer to be both timely and attractive.

It's not only affordable premiums and special discounts that separate us from the crowd. A lot of the standard features on our comprehensive policies, you won't find with other companies.

For example, if an uninsured driver hits your car through no fault of yours, as long as you supply their vehicle registration and accident details, we'll refund any excess paid - and your No Claims Discount will not be affected.

Also, if vandals damage your car, your No Claims Discount will remain in place, as you will be totally covered through our excellent vandalism cover.

Our comprehensive policies enjoy a 5-Star Rating with Defaqto, because of their very special range of features and benefits. We have also been named a 'Recommended Provider' of comprehensive motor insurance by respected consumer group, Which?

So, why not call us today on XXXXXXXX, stating reference XXXXXXXX, and see how much we could save you on your car insurance for the next year? Our friendly advisors would be delighted to be of help to you.

Of course, if it's more convenient, please buy online at www.saga.co.uk/xxxx

We look forward to hearing from you soon.

With warm regards

**A N Other
Motor Insurance Manager**