



# INSURANCE FOR THE **MOTOR TRADE** **INDUSTRY**

[www.bollington.com](http://www.bollington.com)

OVER  
40 YEARS'  
EXPERIENCE



# About Us

Established in 1973, **Bollington** was initially a small family run insurance broker working with local businesses. Our growth has been down to both organic expansion and strategic acquisitions during our many years of trading.

Turning our hand to specialist areas to aid growth, Bollington set up a motor trade division due to demand in the marketplace for a niche broker. The commitment shown by Bollington to this sector continues to grow today, and the dedicated department now services thousands of motor traders up and down the country.

Currently employing over 400 staff across a network of offices and specialist teams, Bollington is now recognised as one of the leading insurance brokers in the UK. With an office still based in this rural Cheshire village, Bollington has stayed true to its roots.

The difference between Bollington and other brokers is in our approach. We take time to carefully assess the individual needs of each motor trade business, making sure you get the right cover at the right price every time.



In 2017, Bollington were a UK Broker Awards winner and were also awarded 'Gold' accreditation by Investor in Customers. More recently in 2018, Bollington have been awarded a 'Gold Trusted Partner' status on Feefo following high levels of feedback from existing clients.



# Why Bollington?

## Reasons to Choose Bollington

**There are many reasons to choose Bollington. Working hard to ensure that our clients have the correct cover at a highly competitive cost by working with key insurers, we place the following risks:**

- Service and Repair Garages including MOT Garages
- Recovery Operators
- New and Used Car Dealerships
- Approved Repairer Bodyshops
- Independent Bodyshops
- Classic Car Restoration and Maintenance
- Mobile Mechanics
- Motorhome and Caravan Dealerships
- Smart Repairers

### **Bollington offers:**

- A free, no obligation review of your current insurance arrangements either over the phone or face to face
- Bespoke cover and service
- A claims service working in your best interests
- Dedicated account managers experienced in the motor trade sector



**With highly experienced motor trade account managers based throughout the UK, Bollington can visit your business premises at a time that is convenient for you. We can offer a full review of your existing covers and discuss alternative insurance solutions with you. We can also offer risk management advice should you require it.**

# Our Experience

## Experience

Somebody once said 'there is no substitute for experience', and how right they were. Over more than 40 years, we have built up an immense depth of knowledge and experience in all aspects of insurance. Bollington has remained committed to delivering insurance policies to the motor trade and continues to work with insurers to develop market leading wordings.



## Reputation

At Bollington Insurance, we work hard to maintain our well earned reputation. It gives our clients great comfort to know that they are working with a highly reputable insurance broker which specialises in their sector. We believe in 100% transparency with our clients and feel this is the cornerstone for building a trusting and open relationship.

## Saving You Time and Money for Decades

### Account Management

Great Account Managers know what their clients need before they even know themselves, and consistency is the key to that level of service. All of our Bollington Account Managers have been in the industry for a number of years and know the motor trade sector well. We understand that no two clients are the same. At Bollington Insurance, we work hard to ensure that each dedicated account manager is ideally matched to fit seamlessly with our clients' needs.

Our specialist team is based out in the field close to their client base, and they are supported by an expert motor trade broking team in Cheshire. Our Account Managers continually seek ways to reduce insurance premiums and build additional value for our clients where possible.

### **Our highly experienced Account Managers will:**

- Conduct a thorough review of current insurance arrangements, highlighting any gaps in cover, or over-insurance that is not required
- Carry out a full and thorough marketing exercise of the clients' risk to our panel of insurers
- Provide a detailed written report for insurer perusal, with bespoke information about the risks the clients' organisation faces
- Negotiate on our clients' behalf to ensure the best terms possible are secured
- Recommend most appropriate covers, with a report including the provider, associated costs and the level of cover this will provide

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The Road Rescue Recovery Association was established in 1987, forming a Democratic Association for independent recovery operators.

*"We first started looking at working with Bollington as we weren't happy with our previous insurance provider.*

*A quick call with the team at Bollington, along with their great reputation in the industry, secured our business and we moved our insurances over to them.*

*They have been totally professional in their approach to managing our insurance. The combination of a personal relationship with our account manager who has a clear interest in what we do, keeps us from looking elsewhere."*

Shaun Coole, Chairman, Road Rescue Recovery Association

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# Insurance for the Motor Trade Industry

**Bollington** provides motor trade insurance for one reason - your protection; be that you, your customers, employees, premises or vehicles.

Bollington has an established and experienced team of motor trade experts and specialist products. As an independent insurance broker, Bollington has relationships with all of the key insurance underwriters in the market which allows them to negotiate individual deals for their clients.

With the ability to work with motor traders of all sizes, from £1,000 turnover upwards, Bollington can tailor insurances to meet the specific needs of your business. Whether you are working from home on a part-time basis, a medium-sized vehicle repair business with a number of staff, a franchised car dealership, or involved in sales or repair of vehicles generally, we make sure you get the cover that your business needs.'

As a motor trade specialist, our dedicated broking and account management teams only deal with the motor trade so are well placed to understand the industry and types of risks your business faces. In addition, they appreciate that every client is different and that a 'one size fits all' approach does not necessarily work for every client. We offer a personal approach and you will have a dedicated point of contact throughout the term of your policy.

As recognition of our wealth of experience in the motor trade insurance industry, Bollington is the appointed broker for a number of motor trade related organisations, including Unipart Automotive and Masterserve. No other broker has this status, which sets Bollington apart as the leading broker in the UK.

So whether you operate a small forecourt selling used cars or a large franchised dealership selling new and used cars, we can look to provide an insurance solution that's right for you.

A free no-obligation review of your current insurance schedule is available, simply call **01625 854 443**.

### **Our traders insurance offers:**

- Competitive premiums
- Comprehensive and tailored covers
- An understanding of the risks you face – we act on behalf of many car dealerships throughout the UK
- Flexible payment options through our instalments facility
- Dedicated claims department working in your best interests

### **This is available for full time businesses operating from premises. Cover can include:**

- Material Damage for buildings, contents and vehicles
- Business interruption
- Employers' liability
- Public liability
- Money
- Engineering inspection
- Goods in Transit Cover
- Road Risks cover
- Professional Indemnity
- Legal expenses
- Directors' and Officers' insurance
- Personal accident
- Motor legal protection
- Cyber & Financial Crime
- Excess Protect

Hatfields is an independent, family-run business, operating dealerships across the North of England and in Shrewsbury.

*"We have placed our trust in Bollington to deliver a full programme of insurance and risk management that is suitable for the specifics of our business, in an industry that Bollington knows well. The account managers take the time to recognise our requirements, rather than applying a broad-brush approach to insurance, which differentiates them from their competitors."*

Gareth Williams (Managing Director),  
Hatfields



# Making a difference: Claims and Risk Management

Not only do we offer exceptional insurance, we also offer great additional services that really make a difference to your motor trade business.

## Claims Management

We believe in serving our clients when it matters most. Claiming on your insurance is the last thing you want to do, but there are times when you might have to – after all, that’s what it is there for.

Bollington goes beyond the norm. We offer effective and efficient claims management, with your claim tracked from start to finish, working on your behalf and in your interests.

All claims are handled in a proactive manner.

### **We adhere to strict service levels for our clients and provide as part of our service:**

- The facility to have our Claims Relationship Manager review and agree best practice in relation to your internal claims processes
- Challenge of claims reserving to protect your claims experience
- Supported negotiation with insurers in complex and large loss claims if required
- On request claims updates and reviewing meetings
- 24/7 365 days per year motor claims service
- Specialist motor uninsured loss recovery, including legal representation where necessary (dependant on the purchase of Motor Legal Protection)

## Minimising and preventing risks

Working in the motor trade is not without its risks. Bollington has worked with a huge variety of people in the motor trade, often finding insurance cover where other brokers struggle, because we fully understand the risks that you face and can demonstrate this to insurers.

Our specialist Risk Management team take the time to find out exactly what you do in order to provide appropriate risk management solutions that are unique to your business.

### **We cover all general risks, including:**

- Health and Safety audits
- Workplace inspections and surveys
- Training – including driving, NEBOSH and IOSH courses
- Fleet Risk Management
- Business Continuity and Disaster Recovery
- Employment Law advice
- Post loss investigation and claims defensibility support





**In addition to health and safety audits, Bollington can also provide your organisation with:**

- Assistance with your health and safety arrangements
- Bespoke hands on support
- Fire Risk Assessments
- Fleet Audits and Driving Licence Checks

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Established in 1984, Pontypool Service Centre is a family-run business involved in MOTs, servicing, repairs, exhausts, tyres and diagnostics.

“Bollington have insured us on a traders combined policy for the last three years. Our account manager offers superb support, taking the time to visit us personally when any of our insurances need to be reassessed, and when we come to renew our policy.

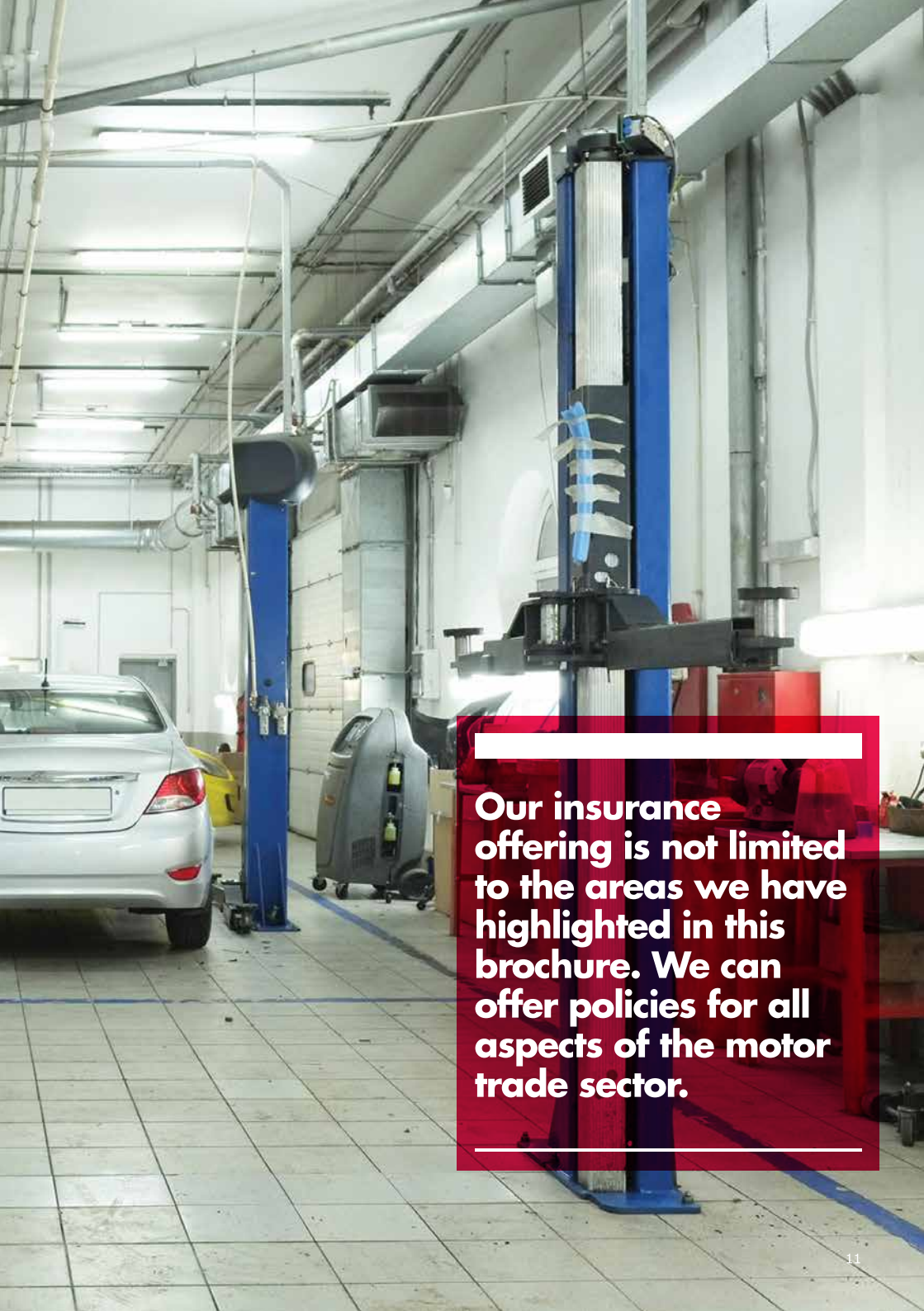
“Unfortunately, our business suffered from serious fire and smoke damage in 2014 when an adjoining building caught fire. Bollington’s claims service offered truly exceptional service during a difficult time, to get us up and running again as soon as possible.

“With efficient and quick support where required from the admin team in the office, we have no hesitation whatsoever in recommending Bollington Insurance.”

Clara Perrott (Director), Pontypool Service Centre Ltd, Pontnewynydd

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**Our insurance offering is not limited to the areas we have highlighted in this brochure. We can offer policies for all aspects of the motor trade sector.**

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