

Subject: Your Cycleguard quote is here

Dear [firstname],

Thank you for your interest in Cycleguard insurance. We hope that the quote below is such good value that will actually *enjoy* pressing the [buy now](#) link – happy in the knowledge that:

1. Thanks to our price guarantee, you couldn't have got a better quote anywhere else
2. Thanks to our money back guarantee, you have 28 days to change your mind
3. You're in good company – 5,000 other cyclists also chose Cycleguard

Your quote (valid until 22 February 2007)

Monthly premium: £1.98 *

Annual premium: £21 **

Cover details

Value of bicycles covered: £500
Area covered: UK only
Hire cover: Yes
Public liability/personal accident: £1 million / £10,000

Options not taken

Cover outside of the UK - useful if you cycle abroad occasionally
Bicycle roadside recovery - roadside rescue if you are unable to continue your journey due to bicycle failure, damage or theft
Family members extension - covers family members to have occasional use of your bike
Public liability/personal accident - provides essential liability cover to protect against third party claims and also provides personal injury benefits

What to do now!

Clearly, we'd be really happy if you hit the [buy now](#) link, that would whizz you straight to the website where you could take out instant cover online within a matter of minutes. If you need a little more convincing please read our [policy summary](#), or if you want to talk to a real person, contact our helpful UK based call centre on 02476 851000.

If you would like to amend your quote and maybe add in some of the options you didn't take on this quote, hit the [amend your quote](#) link where you'll be able to tick and untick boxes on the customise your quote page and see your quote go up and down accordingly!

If your quote is a little more than you'd like to pay, click the [amend your quote](#) link and try either removing some of the options or taking a voluntary excess - both will reduce your premium.

Insurance is a funny thing....

We thought we'd just talk about insurance for a very short while. We know it might not be your favourite subject (we actually find it quite exciting but we don't expect everyone to) but sometimes it's difficult to feel confident about buying insurance. We thought we'd put your mind at rest a little and tell you how many claims we pay and more importantly, how quickly (we know full well that there's nothing worse than a drawn out claim regardless of whether it's car insurance or cycle insurance).

Last year **over 92% of claims Cycleguard processed were settled within 28 days**. Of these, **more than half** were settled within **14 days**. Only 1% took longer than 56 days.

We think that's pretty reasonable and of course we're always trying to better those figures – how many other insurance providers can boast (or even beat) that!?

Convinced? – you can [buy instant cover now](#)

If you need a little more convincing...here's just a couple of customer comments:

"I would like to take this opportunity to thank you for your professionalism and speed with which you dealt with my claim. I got my new bike yesterday, and I am very pleased with it. I will be recommending Cycleguard to my family and friends."

"I have received nothing but excellent service from you"

Here's that [buy now](#) link again ;-)

* Typical APR 25.9%. On a premium of £50 you would pay 12 monthly instalments of £4.71 – a total amount payable of £56.50

** A one off, upfront payment payable by debit or credit card.