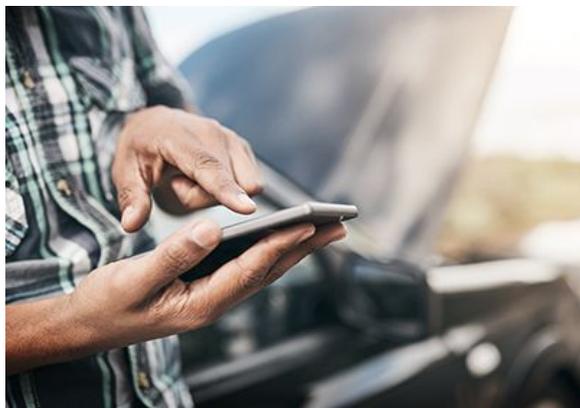


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“The expected revision of the personal injury discount rate to a more insurer-friendly level will allow providers to ramp up price competition. This is crucial as consumers remain price-sensitive, despite a preference for high-level cover.”

– **Rich Shepherd, Senior Financial Services Research Analyst**

This report looks at the following areas:

- Drivers have good intentions to buy high-level cover, but cost is key
- The market is congested but has room for a truly different provider
- Impressive levels of satisfaction can be problematic

The UK car insurance market achieved record premiums in 2018, as insurers consolidated the gains made from price rises in 2017, after the announcement of the reduction to the personal injury discount rate. However, 2018 also saw insurers pay out a record £8.6 billion in claims. While insurers are expected to benefit from a revision of the personal injury discount rate, the rising cost of car repair claims will keep up the pressure to restrict major reductions in offered premiums.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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