

Vehicle Recovery - UK - September 2019

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“The vehicle recovery market continues to expand with revenues up at £1.8 billion in 2018. Yet going forward the market faces a number of challenges. At a broader level these include the enhanced interest for consumers to acquire policies for free as a result of the purchase of other products and services. Short-term challenges also exist with the poor performance of new car sales of note.”

– **Neil Mason, Retail Category Director**

This report looks at the following areas:

- Profile of free and bundled policies continues to grow
- Non-price factors are assuming heightened importance
- Could an 'Uber Style' recovery policy really disrupt the market?

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DID YOU KNOW?

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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Issues and Insights

- Profile of free and bundled policies continues to grow
 - The facts
 - The implications
- Non-price factors are assuming heightened importance
 - The facts
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- Could an 'Uber Style' recovery policy really disrupt the market?
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Price dominates although some buyers look at different factors

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A growing number of policies are being acquired with a vehicle
Company websites are the preferred online route
Digital methods of communication are broadening
Mixed interest towards telematics
Good opportunities exist for an 'Uber Style' recovery service

Presence of Breakdown Recovery Organisations

AA is the clear market leader
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Urban areas appear well suited

Pricing might not be an issue

New car owners...

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