

Markerstudy & Smart Witness ENSURING FAIR PLAY FOR TAXIS

As a major provider of taxi insurance, Markerstudy Group is launching a new concept to assist taxi drivers - by bringing camera technology into the private and public hire market.

We regularly encounter exaggerated and false claims made against our taxi customers. These claims can be difficult to defend due to lack of concrete evidence. If we also take into account the increase in frequency and cost of 'Crash for Cash' claims, the inevitable result is a dramatic rise in insurance premiums.

To counter this, Markerstudy has teamed up with SmartWitness, the TfL-authorized leading provider of vehicle CCTV and safety systems. Together we are introducing a camera-based taxi insurance product that is the first of its kind on the market. It is important not to confuse this with telematics products which record driving styles and behaviour and transmit the data to insurers, accompanied by a monthly bill for data transfer.

The SmartWitness camera is the world's smallest journey recorder and is concealed behind the interior rear view mirror. It is forward facing and has a 170 degree lens which records digitally onto the camera's media card. The card will hold over 40 hours of data; including speed, braking and collision g forces - but no data is transmitted to the insurer at any time unless an accident occurs. Once the card is full, it will start to overwrite itself and begin recording again.

Cards are only removed and replaced in the event of an accident, by a broker or Markerstudy's approved specialist. Data from the time of the accident is uploaded onto our claims system and sent directly to one of our experienced claims handlers. If our customer is not involved in any accident during the policy period, we will receive no data at any time.

What are the benefits for taxi drivers?

The camera will provide our policyholder with court admissible evidence and protection against fraudulent and exaggerated claims and false-accusations of driving offences. It's particularly useful for roundabout collisions, which can involve long disputes over liability, and all claims can be settled quickly and in our clients' best interests.

Ultimately, by reducing our costs and claims handling times, savings can be passed directly to our customers through our more competitive premiums.

What is required from taxi drivers?

The camera is provided FREE to taxi drivers while they hold a current private or public hire policy with Markerstudy and is subject to a fitting charge of £48 (inc VAT). Accidents must be reported by drivers immediately, as the data is required to be uploaded from the camera SD card onto the Markerstudy claims system within a maximum period of 24 hours.



Can having a SmartWitness camera reduce an insurance premium?

The SmartWitness camera is primarily designed for the driver's protection, but our panel of brokers around the UK are able to offer a discounted rate to drivers willing to have the camera installed.

More information about the camera is available at www.smartwitness.com

Markerstudy Aims Higher In The Market

Established in 2001, Markerstudy Group has carved out a strong presence in the UK motor insurance market, with over 1,000 agencies distributing a wide range of motor insurance products throughout the UK. Its speciality lies in niche motor cover, with particular strength in the taxi sector.



Darren Doughty, Markerstudy's Head of Taxi, has underwriting experience spanning nearly three decades and strong credentials in the private and public hire market.

Darren comments: "The SmartWitness camera is available to taxi drivers exclusively via Markerstudy and through our network of local brokers. We know how frustrating false or

exaggerated claims against taxi drivers are, and how important it is to keep cabs on the road to keep a business running.

"With the introduction of camera technology to help protect our customers, we will be able to further reduce our costs and claims handling times, meaning we can pass on even more competitive rates. Our policy provides everything a taxi driver needs, including Full ULR and Public Liability cover; but with the added benefit of SmartWitness cameras, we're aiming higher and offering the best opportunity to protect livelihoods."

For more information please contact Darren on 07912 053642.

Keeping A Close Eye On Fraud

SmartWitness is a UK-based international designer, manufacturer and supplier of vehicle journey recorders and cameras, using high quality components to ensure reliability and market-leading performance. Its products are designed to provide taxi drivers with complete protection against the ever-increasing threat from fraudulent motor insurance claims.

SmartWitness supplies products to insurance companies, Lloyds syndicates, insurance brokers and trade associations. The result of over 100 prototypes, its recorders provide the most accurate shock sensor results available on the market. The 170 degree lens digitally records the driver's view onto SD media cards, providing court admissible evidence and protection against fraudulent claims and false accusations of driving offences.

The SmartWitness range of cameras are practical and completely unobtrusive, positioned out the way of the driver. They can significantly modify driver behaviour, which in turn reduces fuel costs and the potential risk of accidents.

www.smartwitness.com

