



RETURN OF THE SELF DRIVE HOLIDAY

FIFTH GEAR'S VICKI BUTLER-HENDERSON SUGGESTS THE TOP 10 DRIVING HOLIDAY ROUTES

- **63% planning or considering a driving holiday this year**
- **Over 80% of Brits still going on holiday in 2012**
- **Over a third attracted to driving while on holiday, as it gives us freedom to get around**
- **44% like to get off the beaten track whilst on holiday**

18th January 2012: New research* commissioned by Insurance4carhire, the UK's largest provider of vehicle rental excess protection, has revealed that almost **two thirds (63%) of Brits are either planning or considering a driving holiday in 2012** – whether at home or abroad. Interestingly it appears **empty nesters are most keen**, with **41% of those aged over 45** making up the largest group planning or considering a driving trip

The study of over 1,000 Brits highlights that despite the economic climate, holidays are still very much on the agenda with over **80% of the British public still intending to get away in 2012**. However, it appears that the nation is now seeking more **freedom to explore (65%)** and the

opportunity to get off the beaten track (44%) - the most appealing factors to those considering a driving holiday.

Insurance4carhire, the car hire excess insurance specialist, also reveals that **77% of Brits had never taken out car hire excess insurance**; with **just under half (47%) aware of what car hire excess protection is**. The revelation means that many Brits are leaving themselves exposed to potentially high excess charges in the event of an accident.

Motoring expert and Fifth Gear presenter, Vicki Butler-Henderson, comments: "Driving is one of the best ways to take in the scenery through some of the most beautiful routes around the world. However, it is important to plan ahead - from selecting the right vehicle for the terrain, to reading up on the local road laws and signs to researching routes. While we don't plan for mishaps, it is equally importantly to ensure you have sufficient insurance and excess cover as a small prang, could end up costing as much as the holiday."

Gary Webb, Business Director at Insurance4CarHire comments: "Hiring a car gives a great deal of freedom to explore but it is important to know what you are signing up for. We don't like hearing horror stories from holidaymakers who have taken policies that exclude damage to windows, tyres, the undercarriage and roof – which can potentially cost the driver thousands of pounds in liability claims. Excess cover protects against just that – providing a safety net and peace of mind so that you can concentrate on discovering the hidden gems you might have otherwise missed."

Vicki Butler-Henderson's Top 10 driving holiday routes in the UK and abroad:

- 1. Dordogne region, France** - a long time favourite for camping holidays, the beautiful Dordogne region is around a day's drive from Calais, so consider breaking the journey up with an overnight stay. The region's stunning scenery represents the best of rural France, with plenty to see and do.
- 2. The Peak District, UK** - The Peak District National Park is the oldest national park on the British Isles. It is also thought to be the second most visited national park in the world, only after the Mount Fuji National Park in Japan. It is highly accessible but offers some spectacular scenery whilst driving.
- 3. Route 66, Chicago to Los Angeles** – An amazing 2,448 mile journey through eight states and three time zones. The drive should ideally start from Lake Shore Drive passing through Illinois covering some of the USA's most famous landmarks including, The Sears Tower, Navy Pier, Ozark region, Petrified Forest and Grand Canyon National Parks, Meteor Crater, and The Strip in Vegas.

4. **The Garden Route, Western Cape, South Africa** - incorporating the picturesque stretch of coastline between Mossel Bay and Nature's Valley, the Garden Route is aptly named for its greenery and the vast Tsitsikamma Forest. The coastal route includes the towns of Mossel Bay, George, Wilderness, Sedgefield, Knysna and Plettenberg Bay and Nature's Valley - each with their own attractions.
5. **Tuscany, Italy** - Val d'Orcia in Southern Tuscany has some of the most beautiful countryside in Europe, making a perfect driving holiday destination. There are various villages en route that make great stop off points, giving you the chance to venture off around dirt roads and explore fantastic walking routes.
6. **Cornwall, UK** - with so much history and beautiful costal landscapes, Cornwall makes for the perfect UK driving holiday with great options for surfing, hiking and general sightseeing.
7. **Banff and Jasper National Parks, Canada** – Drive through the mountain scenery whilst passing through Banff and Jasper National Parks, taking in the breathtaking scenery of forests and glaciers.
8. **The Col de Turini, Monte Carlo** - an iconic twisting piece of tarmac that cuts across the Alps, and is also one of the most hallowed stages of the legendary Monte Carlo rally. There is no better work out for a road car.
9. **A82 towards Glencoe, Scottish Highlands** – Approach the beautiful Glencoe Glenn from the south, via the A82 road and experience the rolling slopes and enthralling scenery of the Scottish Highlands.
10. **Flower Route, Netherlands** – Experience the plethora of Holland's blooms and its aesthetic beauty. Pass along the route from Haarlem to discover the flower auction houses, public gardens, museums and private gardens that are rich in colour and beauty.

Insurance4CarHire offers a range of competitive excess protection policies in addition to innovative solutions such as Just Text HELP, a multilingual emergency assistance tool. In the event of an accident abroad, customers can simply text the words HELP and the country e.g. *HELP Spain* and a multilingual assistant will call back and speak the language for you, anytime of the day or year.

Ends

**For further information please contact Nikki Gooch or Vicky Hodson on
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*** Research conducted amongst 1,009 adults by 4Media on behalf of Insurance4CarHire**

Notes to Editors:

- Insurance4carhire is the UK's longest running online car hire excess insurance specialist and part of the Towergate Underwriting Group Limited, the largest independently owned insurance intermediary in Europe., authorized and regulated by the Financial Services Authority
- Founded in 2002, Insurance4carhire is an innovative online excess insurance provider whose core business is the provision of car rental excess insurance, providing a low cost alternative to the expensive Excess waiver charges offered by car rental companies
- Born out of the high costs being charged by the car rental companies for excess cover Insurance4carhire strives to bring customers annual excess insurance products that offer customers a real 'safety net'. Enhanced policies provide customers with convenience, peace of mind and significant savings when they rent cars.
- Insurance4carhire is recommended through Which?, the Times 'Best Travel websites' and has won awards throughout the last decade. With the accolade of "World's Leading Innovative Ecommerce Travel Product" from The World Travel Awards, Insurance4carhire is credited for their continued support of the money saving traveler
- Insurance4carhire's annual European Excess cover is only £49 for the whole year, a comparatively low price in comparison to rental companies, which can often charge up to £12 a day for Excess cover. Their innovative range of daily and annual multi and single trip policies provide renters with policies to suit hiring both in the UK and abroad
- Insurance4carhire Excess policies can be purchased by people resident anywhere in the European Economic Area (EEA)