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## **Helphire merges insurer-facing activity into one Accident Management Business Unit**

Helphire Group plc is pleased to announce the consolidation of its Helphire UK and Albany Assistance business units, into a single **Accident Management Business Unit**.

The re-structure comes as part of its drive to achieve increased efficiencies for its business partners and their customers, signifying a clear focus on managing and enhancing both the insurer and customer experience, across the whole accident management piece.

The Group also announces the appointment of **Martin Ward**, previously Managing Director of Albany Assistance Limited, to the role of **Managing Director - Accident Management, Helphire Group plc**. Martin will continue to report to Mark Adams, Chief Executive in this role, and assumes full operational responsibility for the newly formed business unit with immediate effect.

Mr Adams commented:

"In December we announced a programme to improve the efficiency of our business. Removing complexity has been key to this and we are re-aligning our business to ensure that our service remains flexible, innovative and cost-effective for our partners and their customers.

The Accident Management Business brings the Group's insurer-facing activity under one management structure, headed up by Martin, who will oversee the full end-to-end process we employ.

Martin has been instrumental in the development of Albany Assistance since he joined the Group in 2005 and I am confident that the Accident Management Business will prosper under his leadership."

Mr Ward said: "The merger of the two business units brings focus to our service delivery. By utilising best practice from within each of these businesses, we aim to leverage the scope and economies of scale, of activities common to both areas."

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**Notes to editors:**

**About Helphire Group plc**

Helphire Group plc is the market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.

Helphire was founded in 1992 and floated on the London Stock Exchange in 1997. With a staff of over 3,000 and a fleet of over 17,000 vehicles to meet its customer requirements, the award winning Group is headquartered in Bath. Operating under three divisions, UK Accident Management, Legal Services and Helphire International, the Company has six call centre sites and a national network of 30 branches.