

Vehicle Recovery - UK - December 2011

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"The growth in online purchasing of breakdown cover reflects the changing way that many consumers are purchasing all types of goods and services. The fact that vehicle recovery is viewed by many as a 'must have', but with very little differentiation between one company and another, means price is an important factor. For the operators, keeping costs low is likely to be uppermost in what is a highly competitive market, thus necessitating a strong online presence."

– Michelle Strutton, Senior Consumer Analyst

In this report we answer the key questions:

- What has been the impact of the recession on the demand for vehicle recovery services?
- What factors have the biggest influence on whether a vehicle owner chooses to have recovery insurance?
- What would encourage those who do not currently have vehicle recovery insurance to purchase it?
- What has been the impact of the internet on both direct sales and sales via intermediaries?

This report covers vehicle breakdown recovery services available to private car owners, whether on a direct or indirect basis, as is common in the marketplace.

The value of the vehicle recovery services market is made up of fees from memberships and revenue from the ad hoc sector.

Membership fees comprise any premiums paid to ensure that a vehicle or person is insured in the event of a breakdown.

The value of the ad hoc sector is revenue from motorists who are not members of an organisation and therefore use the services of a recovery operator – normally an independent – on an informal or ad hoc basis.

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