



Press Release Contact Information:

Lucy Sinclair
SKV PR
PR Account Executive
5-6 Abito, 85 Greengate
Manchester, Greater Manchester
U.K., M3 7NA
Voice: 0161 838 7770
E-Mail: [Email us Here](#)

Swinton's personal approach commended by insurance industry

Manchester based Swinton Group has been named Personal Lines Broker of the Year at The British Insurance Awards 2008.

/24-7PressRelease/ - MANCHESTER, UK, July 16, 2008 - The UK's leading high street insurance retailer, Swinton scooped the accolade at an awards ceremony held at the Royal Albert Hall, two months after announcing record end of year profits and its seventh year of consecutive growth.

Judges praised Swinton's personal approach to customer service and the company's successful strategy of integrating online growth and call centre support with its extensive network of high street branches.

Swinton's Marketing Director Nick Bowyer collected the award. He said: "I'm delighted to be able to accept this award on behalf of everyone at Swinton who've worked so hard over the past 12 months to make us Broker of the Year. We've made substantial investment in our on and offline product ranges and we're all extremely proud to have our achievements recognised by our peers across the insurance industry. Swinton's business model is at the forefront of the industry and our approach towards providing great deals and outstanding customer service - whether that is via our websites, on the phone or by visiting one of our 470 high street branches is exceptional."

Launched in 1984, the British Insurance Awards showcase excellence and innovation, setting the benchmark for the insurance industry.

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Notes to Editors

For further information please contact Adele Mandy, Lucy Sinclair or Daniel Kennedy at Spinoza Kennedy Vesey PR on Tel: 0161 838 7770 or email: adele.mandy@skvpr.co.uk

About Swinton

- With 470 branches nationwide Swinton is the UK's largest high street insurance broker.
- Unlike many other companies in the financial services industry, Swinton is committed to keeping its branches open for business, and being part of the community.
- Swinton provides a one-stop-shop for the insurance and related needs of its clients, offering home, car, caravan, business, holiday, motorbike and even classic car insurance
- Swinton provides a dedicated team of advisors on hand at every branch to search a panel of insurers to offer quality cover at competitive rates