



**For Immediate Release**

## **Columbus takes Travel Insurance to USA**

*1<sup>st</sup> November 2011* – Columbus Direct, one of the UK's leading travel insurers and part of the Collinson Insurance Group, has today announced the further expansion of its International travel products into the US market.

Following the recent product launch in Germany last month, this move further demonstrates Columbus Direct's continuing global growth strategy, with the brand now available in over 45 countries.

The range of travel insurance products will now be available for purchase through the Columbus Direct USA website, and includes worldwide cover for US residents with cover for Cancellation and Curtailment, medical expense cover, emergency evacuation and repatriation costs, lost or damaged baggage and emergency assistance services.

*On this latest development, Greg Lawson, Head of Retail at Columbus Direct, commented:*

“With over 23 years selling travel insurance in the UK, Columbus Direct are now gaining momentum in the drive for a global brand presence. We use that experience to offer customers easy access to high quality travel insurance. Using technology to provide the flexibility to select product options that best suit individual travel plans, Columbus continue to put customers first, wherever they are in the world.”

*David Evans, Managing Director of Collinson insurance Group, adds:* “The Collinson Group has vast experience of the business travel market in the USA, with offices in Dallas and San Francisco, and we believe that this, combined with our expertise in selling travel insurance direct to consumer will make this a successful venture into a new market.”

**Ends**

**For further information please contact:**

**Carolyn Monchouguy**

020 7623 2368

07788 150 495

[carolyn.monchouguy@fwdpr.co.uk](mailto:carolyn.monchouguy@fwdpr.co.uk)

**Yelena Palmer**

020 7623 2368

07799 411539

[yelena.palmer@fwdpr.co.uk](mailto:yelena.palmer@fwdpr.co.uk)

**Notes to editors**

Columbus Direct is a leading travel insurance specialist which was established in 1988, selling both online via [www.columbusdirect.com](http://www.columbusdirect.com) and offline via call centre channels. Customer satisfaction and value for money are the driving forces behind Columbus Direct and we pride ourselves on providing a quick, efficient and hassle-free service.

Over the last decade, more than 12 million customers have trusted Columbus Direct with their travel insurance needs.

Columbus has won many awards for its cover and customer service, including multiple Which? Best buy awards, The Best Customer Focus Award in the 2010 Best Business awards and also the Best Travel Insurance Provider award from the Personal Finance Awards.



Columbus Direct is a specialist travel insurance intermediary which is authorised and regulated by the Financial Services Authority.