



M SIG Insurance (Malaysia) Bhd
Registration No. 197901002705 (46983-W)
Head Office: Customer Service Centre, Level 15,
Menara Hap Seng 2, Plaza Hap Seng, No. 1, Jalan P.Ramlee, 50250 Kuala Lumpur
Tel +603 2050 8228, Fax +603 2026 8086, Customer Service Hotline 1-800- 88-MSIG (6744)
www.msig.com.my

14 October 2021

Dear Valued Business Partner,

Introducing Our New Product: **MSIG Lady Motor Plus** (Launch date with effect from 18 October 2021)



Malaysia is placed second globally in terms of total number of registered motor vehicles in 2019 (Source: *ASEAN Key Figures 2020 Report*). A recent survey indicates that 79% of Malaysian consumers are not comfortable using public transport and e-hailing services after Covid-19 lockdowns for fear of contracting the virus. Thus, the situation had resulted in a 32% increase in the number of Malaysians wanting to buy a car post-lockdown, compared to pre-lockdown (Source: *The Edge Markets, 19 January 2021*). Many car owners in Malaysia are women; given that in today's modern society, women are independent and often lead successful lives, be it in the corporate world, as an entrepreneur, a full- or part-time worker, a stay-at-home mom that takes great care of her family, or as a young woman pursuing higher education or just starting her career. In addition, owning a car today is more than just a means of convenience and freedom, but also part of adapting to a new norm.

However, the unexpected can occur. Road accidents, a stolen vehicle, snatch theft, flood damage, and more can sometimes leave vehicle owners and drivers in a state of shock, panic, anxiety or even just a feeling of helplessness. It is unfortunate incidents like these that had spurred MSIG to custom-



design an enhanced comprehensive private car policy just for female vehicle owners to offer a helping hand and some financial relief. **MSIG Lady Motor Plus** comes with 5 additional specially-developed covers that provides female vehicle owners with greater peace of mind:

- Policyholder's Personal Accident Cover;
- Inconvenience Relief Allowance;
- Loss or Damage to Personal Belongings;
- Transportation Allowance; and
- Full Special Perils.

MSIG Lady Motor Plus also comes with MSIG Motor Assist at no additional charge.

Our Account Handler will be contacting you soon to brief you on this product and we take this opportunity to thank you in advance for supporting **MSIG Lady Motor Plus**.

MSIG Insurance (Malaysia) Bhd.

This is a computer generated letter; no signature is required.