

Divisional review continued

Direct Line Innovation is integral to Direct Line's personal insurance products. Additional drivers named on a Direct Line car insurance policy now build up their own no claims discount, one of the most successful new product features highlighted in the "Good Deal Better" marketing campaign in 2006.





RBS Insurance

- Contribution £964 million (2005 – £935 million)
- Total income up 3%
- Operating profit up 3%

RBS Insurance underwrites and sells motor, home, commercial and other insurance direct to customers over the telephone and internet as well as through partnerships and a network of 2,500 brokers. Its brands, which include Direct Line, Churchill, Privilege, Green Flag and NIG, are among the best known in the UK. Through its international operations, RBS sells general insurance, mainly motor, in Spain, Germany and Italy.

- RBS Insurance is the UK's No 2 general insurer.
- RBS Insurance is the UK's No 1 direct insurer, by both phone and internet, and No 1 in partnerships.
- RBS Insurance is the No 1 car insurance provider in the UK, and the No 2 home insurance provider in the UK.
- RBS Insurance has over 1.3 million car rescue policies sold through Direct Line, Churchill and Privilege and a further 3.7 million through partner brands.
- Following its acquisition in 2005, RBS insurance completed the integration of Tracker, the UK leader in stolen vehicle tracking.
- RBS Insurance is the No 2 travel insurance provider with 2.4 million policies and the No 2 pet insurance provider with 25% of the market.
- NIG now has 1.9 million policyholders including 1.4 million motor policyholders. It became the first insurer to offer a motor product for brokers on imarket, the e-commerce portal.
- RBS Insurance's international business is growing successfully. Sales of motor and related insurance in Spain, Italy and Germany have now reached more than 2 million policies.
- Total income of £5.7 billion in 2006 was achieved through a range of channels, with customers offered the choice of direct brands (Direct Line, Churchill, Privilege) and access through the bank branches (Royal Bank of Scotland and NatWest), as well as through a range of partners.