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Eldon Insurance launches joint offer with the RAC

Eldon Insurance has launched a new partnership with the RAC which will allow its brands to offer policy holders the very best breakdown cover on the road. Delivered through its fast growing GoSkippy and Footprint brands, Eldon chose to work in collaboration with the RAC as they believe the established brand would increase consumer confidence and further build credibility for the insurance provider.

The partnership represents a comprehensive offer to motorists looking for excellent customer service from their insurance provider, with Roadside Recovery, At Home, Onward Travel and European Breakdown cover now available to Eldon's customers from the RAC.

Jaimie Hanley, marketing director at Eldon, comments: “The RAC was an obvious choice when we were looking for a trusted brand through which we could offer Roadside Recovery for our insurance packages.

“For car, bike and van owners we recognised the value that the RAC would offer both in brand reputation terms and actual delivery of a first class recovery service for our customers.

“It’s a partnership which we foresee will offer mutual benefit. Whilst we can feel confident that the RAC brand will offer a reassuring weight of frontline delivery, the RAC can equally be assured that they are being referred by one of the fastest growing and dynamic names in the insurance world.”

RAC head of commercial sales Richard Fuller said: “We feel this partnership represents great value for customers and since we launched at the end of the summer it has been going very well, which suggests motorists are responding positively to the offer.

“In today’s market place people are looking for the best value packages and the combination of the right insurance policy for the motorist and the peace of mind that comes with RAC breakdown cover is a powerful offer.”

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