

NOT FOR BROADCAST OR PUBLICATION BEFORE 00:01, MONDAY 31 MAY 2010

INCIDENT PRONE SCOTS FAIL TO PROTECT THEMSELVES

As summer approaches and Scots start to head abroad for their summer break, new research by Bank of Scotland reveals that four in ten Scots (39 %) have been the victim of a travel incident such as delayed or lost luggage, theft, medical emergencies or flight cancellations¹. More worryingly, half of those who have suffered an incident abroad did not have travel insurance in place at the time.

The finding is part of a study commissioned by Bank of Scotland to examine Scots' attitudes and behaviour when it comes to protecting themselves against life's more common incidents such as broken mobile phones, lost luggage or vehicle breakdowns.

Scots run the risk of an uninsured summer break

The research serves as a stark warning to the four in ten Scots (39%) who are planning to take their summer holiday abroad this year. More than a third (38%) of this year's holidaymakers have still yet to take out travel insurance. The study also reveals that one in five sun-seeking Scots (18%) have travelled abroad without insurance in the last six years. Whilst some of this year's holidaymakers are planning to delay their insurance arrangements to the last minute, past experience suggests that many simply won't bother.

Scots fork out £194million on lost or broken phones

Travelling abroad is not the only activity frequently neglected by Scots when it comes to insurance. Scots have shelled out a staggering £194 million for replacing or repairing broken or lost mobile phones due to a lack of adequate cover². Six in ten Scots (59%) have lost or damaged their phones at least once in their lifetime, and a third (33%) have lost or damaged their phone within the last year. However, nearly three quarters (71%) of all Scots who have broken or damaged their phones have not been insured against damage or loss resulting in the huge £194million bill. Ironically, the most popular reason provided by Scots for not taking out insurance is that they didn't want to pay the additional cost of insurance.

Breakdowns not covered for a third of Scots

Although eight in ten (80%) Scots own a car, breakdown cover is also frequently overlooked. Nearly half (48%) of Scots have broken down at least once over the last five years. Of these, approximately a third (31%) did not have any roadside cover in place. By far the most common excuse for those who didn't have any cover in place was that the car had always seemed reliable. A similar number of people said that either they couldn't afford the cost of breakdown cover or that they simply did not want to pay the additional cost of cover.

Lisa Stephenson, Head of Customer Experience, Marketing & Communications Bank of Scotland said:

"It's all too easy to dismiss the idea of securing cover against an incident that might never happen. However, as this study shows, accidents do happen and, for more common incidents like losing our luggage on holiday, breaking down or losing our

mobiles, most of us don't realise the benefits of insurance until it's too late. The cost of not taking out insurance can far outweigh the cost of being well prepared."

The research was commissioned by Bank of Scotland to raise awareness amongst its customers of the benefits of upgrading to its Ultimate Reward Current Account which offers a package of benefits all in one place including mobile phone insurance, worldwide, multi-trip family travel insurance and car breakdown cover. For a fee of £12.50 a month, the Ultimate Reward Current Account gets round the hassle of securing separate cover by offering a package of benefits all in one place. The account also offers a £5 reward every month if you pay in £1,000 or more into your account.

ENDS

Notes to Editors:

Case studies of customers who have used the benefits available through the Ultimate Reward Current Account are also available upon request.

About the research

The research was carried out in May 2010 by the Survey Shop amongst 800 adults in Scotland. The sample was drawn at random from an online panel of adults in Scotland with quotas set for age and gender.

1. The following incidents were cited by respondents who have suffered some form of incident abroad:

Incident	% of Scots
Medical attention needed	10%
Luggage problems (delayed or lost)	12%
Flight delays or cancellations	8%
Theft	7%
Home emergency	1%

2. The total cost of replacements and repairs is based on the average cost of replacement or repair (£85) as estimated by respondents whose mobile phones were lost or broken. We have used General Register Office for Scotland figures for the population of Scotland to calculate the total figure paid by Scots for lost or broken phones.

About the Bank of Scotland Ultimate Reward Current Account

The Bank of Scotland Ultimate Reward Current Account includes:

- **Worldwide multi-trip family travel insurance** for two adults and all your children – including winter sports cover and golf trips
- **AA Breakdown Cover** - roadside assistance when you need it most. You're covered as a driver or a passenger in any eligible vehicle
- **AA Accident Management** - assistance in arranging the repair, recovery and claim processing
- **Mobile phone insurance** at home and abroad if your mobile phone is lost, stolen or damaged. You're covered anywhere in the world

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- **Home Emergency cover** – from burst pipes to broken windows, get the help and repairs you need
- **Card protection** for all your registered debit, credit, store and charge cards if they're lost or stolen, whether at home or abroad
- **Travel accident cover** – protection if you have an accident while travelling on public transport in the UK or abroad
- **Identity theft assistance** – with identity fraud a growing problem in the UK, we'll provide help and support on our free advice line open 24 hours a day, 365 days a year
- **Purchase protection** covering the items you buy with your Ultimate Reward Visa debit card if they're lost, stolen or accidentally damaged
- **Price promise** – if you buy an item with your Ultimate Reward Visa debit card and then see it cheaper elsewhere, you can claim back the difference from us

The first £300 of any arranged overdraft is completely fee-free. For overdrafts over £300, a daily fee is charged for every day the overdraft is used.

It also comes with a range of exclusive product offers including:

- Ultimate Reward Discount Card providing a range of offers on holiday and entry to over 100 UK attractions
- **15% discount** on Halifax car insurance
- **15% discount** on Halifax home and contents insurance
- **£150 bonus payment** when you take out a First Time Buyer or Home Mover Mortgage.
- **1% more interest** than the standard rate on the Halifax Instant Saver account
- **An Ultimate Reward discount card** - providing a range of offers including up to 20% discount off entry to over 100 top UK attractions, 20% off an MOT and service at KwikFit and 20% discount off car rental with Avis.

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