

Who the heck is belairdirect?

Vancouver, BC, November 23, 2016

belairdirect, Canada's most innovative online insurance company, protecting cars and homes since 1955, is now officially coast to coast with insurance services in British Columbia.

"This is a very exciting day for belairdirect, our employees and our customers," says Henry Blumenthal, Vice President, Sales and Operations Western Region, **belairdirect**. "Since joining forces with Canadian Direct Insurance in 2015, we have been working together to leverage our strengths in order to offer our customers the best experience in the market. There will now be a new home and auto insurance option available to British Columbians."

By leveraging Canadian Direct Insurance's experienced local team, belairdirect's B.C. customers can rest assured that they will receive the same level of attention and quality of service, and continue to work with the same local licensed insurance agents they have developed relationships with.

"belairdirect is built on innovation and strives to deliver the absolute best customer services available, helping to streamline the insurance and claims processes," Blumenthal says. "Insurance is important, and should be simple and accessible to everyone. We're happy to offer more choices to consumers including the benefits of combining both home and auto insurance."

With Canadian Direct and belairdirect joining forces, British Columbians can now expect a variety of new insurance options and benefits, including products that can be personalized to best suit their needs. Customers can benefit from belairdirect's promise of insurance simplified with product offerings and services, including*:

- 24/7 Claims Service where representatives are available around the clock to start a claim;
- Roadside Assistance program where the client just needs to give us a call and we'll take care of their arrangements eliminating the wait for receipt submission and reimbursement;
- and belairdirect's Accident Forgiveness promise that, if applicable, a customer's insurance premium will not increase due to the first two at-fault car accidents.

To learn more about belairdirect, please visit whotheheckisbelairdirect.com, or check out this short video: <https://youtu.be/13r9l64V0oA>

About belairdirect

Founded in Quebec in 1955, **belairdirect** provides car and home insurance products directly to consumers. It currently employs more than 1,600 people. The company offers a simple but complete solution, allowing customers to communicate with an agent by phone, online or in person through its network of branches. **belairdirect** was the first property and casualty insurer in North America to sell car insurance products online (www.belairdirect.com), attesting to the company's innovative character. **belairdirect** is a subsidiary of Intact Financial Corporation, the largest provider of property and casualty insurance in Canada (TSX : IFC - www.intactfc.com). For more information, please visit <https://www.belairdirect.com> or follow **belairdirect** on [Facebookpage](#), [Instagrampage](#) and [Twitter](#).

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