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RAC and 1ST CENTRAL announce breakdown cover partnership

RAC and 1ST CENTRAL have today announced a new partnership that will make RAC breakdown cover available to the car insurer's 500,000 customers from 12th September 2019.

1ST CENTRAL, a leading car insurance supplier, has partnered with RAC, Britain's most experienced breakdown provider. Breakdown cover supplied by the RAC will be included within both 1ST CENTRAL Plus and 1ST CENTRAL Premier products.

The RAC has a strong track record in providing its highly recommended breakdown cover as a car insurance add-on, as a result of working with a range of well-known insurers and banks.

1ST CENTRAL's car insurance has been awarded a 5 Star Rating by independent financial information business, Defaqto, and achieved the prestigious national Servicemark award from the Institute of Customer Service.

RAC Business Roadside Managing Director, Phil Ryan, said: "We're very pleased to have forged a new relationship with 1ST CENTRAL. We believe there is a great opportunity to encourage more of their customers to take out breakdown cover, given the high level of trust in the RAC brand."

1ST CENTRAL Chief Commercial Officer, Andy James, said: "With customer service being one of the biggest differentiators for today's insurance businesses, providing an easy experience is 1ST CENTRAL's priority. We know our customers consider their breakdown needs to be an important part of their insurance offering. So, we're delighted to be partnering with a trusted brand like RAC to provide breakdown cover, and believe they will offer great value and service to our customers."

The RAC has recently developed an [All-Wheels-Up recovery system](#), which turns a patrol van into a recovery vehicle, by lifting all four wheels of a stricken vehicle off the ground, saving customers time by not having to wait for a separate recovery vehicle. The recovery system, which is an extension of the rapid deployable tow system fitted in every RAC patrol van, can be used to transport a variety of vehicles that can't currently be recovered by patrol vans, including electrics, hybrids, automatics and vehicles with multiple punctures or broken transmissions.

The RAC's most recent innovation is its [EV Boost](#) technology, which enables electric vehicles to be given the equivalent of a fuel can top-up via a lightweight charger powered by the patrol van. It has also launched the RAC heavy duty 4x4 patrol van, which is a specially adapted Isuzu D-Max, fitted with the All-Wheels-Up recovery system and EV Boost, but capable of recovering heavier vehicles due to its greater towing capacity.

Notes to Editors

About the RAC

First formed in 1897, the RAC has been looking after the needs of its members for more than 120 years.

Today it has approximately 10m members and is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's [roadside assistance](#), [insurance](#), [buying a used car](#), [vehicle inspections and checks](#), [legal services](#) or up-to-the-minute [traffic and travel information](#) – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC supports the interests of its members and UK drivers at a national level. This includes voicing concerns about the increasing cost of motoring, particularly the price of fuel and the high level of tax levied on it, advancing levels of road safety, and supporting the needs of all drivers, from young to old.

The RAC's annual [Report on Motoring](#) – first published in 1989 – is one of a kind and provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#). It provides a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump - and tracks these prices daily to help drivers check if the price they pay to fill up is a fair one.

Contacts



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