

Insurance Company launches lady auto clinic for women drivers

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Over the years, women have been known to make better drivers than men, however studies have shown an unfortunate consequence of exposure of women to mechanical failures that can lead to fatal crashes. Researchers looked at 6.5 million car crashes and found a higher than expected number of accidents between two female drivers. This has also been supported by an increase in the number of female vehicle owners. According to the Ernst & Young's Growing Beyond – High Achievers report, women now earn US\$13 trillion around the world. In five years' time, it will go up to US\$18 trillion. In 2028, women are expected to control three-quarters of the world's discretionary spending. The female consumer is increasingly seen as a growth market for brands such as automobiles which was traditionally known to be a male-oriented product.

Kenya Orient Insurance Limited a brand known for its innovative concepts held the first ever auto clinic for its lady customers at Parklands Sports Club. Dubbed KOIL Lady Auto Clinic, this is an initiative that will give the lady customer a chance to learn more about their cars. The insurer in partnership with Auto Xpress provided not only advice on the best insurance cover for women, they also advised their customers on how to maintain and care for their cars. Ladies were trained on auto related and preventive maintenance tips such as how to check their vehicle fluids, how to change a tire, what to look out for as far as service- such as wheel balancing and a chance to see the actual diagnostic of a vehicle.

Other Partners on board include AAR, Fat Loss Laboratory, Mapara Physiotherapy and Crystal Hair & Beauty.

“We look forward to giving our lady customers a well-rounded day, we recognize that women are keen on their health and as such we have included the health and nutritional checks. We also want to pamper them through massages and mini manicures” said Mercy Kiana General Manager Kenya Orient Insurance Limited at the event.

Kenya Orient Insurance Limited strives to change the way the industry views and markets to women on issues surrounding their cars while also changing the beliefs that women have towards their cars through education and niche marketing. The Orient Motor Pack cover offers women excess free insurance, air and ground through AMREF maisha, covers the baby car seat in case of any incident as well as covers for the hand bag in the event of carjacking.

The auto clinic will be held twice every year with the first series expected in Nairobi and another in Mombasa later during the year.

Notes to the Editor:

Kenya Orient Insurance Limited is leading general insurance company registered in Kenya that has been in operation for more than 30 years. The company has 13 branches, a staff base of over 140 people with an annual turnover in excess of 2 billion Kenya shillings. Kenya Orient Insurance Limited is renowned for developing innovative insurance products such as orient mobile, excess free motor pack, orient home and many other revolutionary products. It is only one of the three insurance

companies in Kenya that are ISO certified.

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