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Dear John

SteelSafe Product in the South African Insurance Market

Seeing your product in action in Melbourne recently really impressed me.

I have reason to believe from past and current experiences that there is most certainly a market for such a product in the world, never mind just in South Africa.

In the past we used to allow premium discounts on vehicles that were fitted with satellite tracking devices, but this has now become a requirement and transport operators have it installed in any event, to "track" their vehicles. These units, however, are no longer effective, as hijackers know their way around them and have become brazen enough to even remove them, whilst the truck is moving and tossing them into a field. They also use jamming devices to block the transmitting signals and syndicates are running rife with private information concerning these HCV's and what equipment they use and where exactly it is installed in the vehicle.

Your new SteelSafe product is definitely a breath of fresh air and with its "anti tampering" benefits it will most certainly have a place in the HCV market, where thefts and hijackings occur on a daily basis.

Yes, in my view, South African insurers, including ourselves will most certainly allow discounts on current premiums if such a high class product is installed in our/their HCV's. I envisage discounts of up to 25%, depending on the current premium and of course the client's claim history. This discount would apply to GIT insurance too.

Clients with an adverse claims record will benefit by installing your SteelSafe product, as it will reduce future losses. This will allow them to restore their claims history, which in turn means competitive discounted premiums.

I wish you all the best in your endeavour to penetrate the South African market and I feel that you will do well there. Please refer any HCV Operator to us that have your SteelSafe product installed to enable us to offer them a discounted premium.

Yours Sincerely

John Bunting
Executive Chairman
Quicksure Group of Companies