

## LEADER

# If at first you don't succeed



While the insurance industry does not enjoy a reputation for cutting-edge innovation, it is pleasing to see that even if one company's grand idea fails to catch on in the market, someone else is willing to give it a pop at revival.

In June, Norwich Union admitted that its two-year-old pay-as-you-drive motor insurance policy had been panned after consumers and the motor industry refused to bite, and put the lack of interest down to inappropriate market conditions. RSA had launched a product that worked in a similar way, but stressed this summer it was continuing with its own version, though it has been quiet about its success.

Now **Coverbox** has adopted the try, try and try again attitude and, with motor premiums finally looking like they are going up and some sexy new technology, it is hoping the product will prove more attractive to the market. MD Paul Stacy claims that it is already backed by a panel of four insurers so far — not including NU — with room for a couple more, which bodes well for its launch in January.

Talking of recurring issues, the pleural plaques debate has again hit the front page as a determined quartet of insurers — Zurich, RSA, NU and Axa — have put their money where their mouth is and confirmed they are seeking a judicial review to prevent the Scottish Executive from acting outside what some consider to be its legal powers. Graham Gibson, who joined Allianz Insurance from Groupama as claims director, told *Post* he expects the issue will end up in Brussels in five years' time — and he may well be right. As the new kid on the block when it comes to the pleural plaques issue, will Mr Gibson soon be joining the lobbying foursome on their campaign trail?

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### POST MAGAZINE NEWS BAROMETER

Last week on its website, [www.postonline.co.uk](http://www.postonline.co.uk), *Post* posed the question below. The barometer shows the result. Check the website on Thursday for this week's News Barometer question.

**Should the insurance industry support government ministers' proposals to set up an insurance pool to support UK victims of terrorism abroad?**

