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Coles Car Insurance to drive savings for customers

Coles has entered the national car insurance market, launching a new, flexible and great value product with added benefits and savings for customers, backed by the strength of Wesfarmers Insurance.

As well as providing quality insurance and peace of mind, Coles Car Insurance lets customers triple their standard four cent Coles fuel discount receipt once every month for a year.

Coles Car Insurance will be available both online and through a dedicated call centre. In addition to the fuel discount, the cover offers choice of repairer, lifetime guarantee on repairs by authorized repairers as standard and flexible cover options. Customers can generate Flybuys points on purchase, and will receive a five percent discount off the first year's premium if buying online.

Customers taking out comprehensive cover will also have their groceries insured if they are damaged in any car accident.

Coles Chief Financial Officer Tony Buffin said Coles Car Insurance offered customers a quality product at a great price.

"Our customers tell us that they expect Coles to deliver great value and quality products, and with the backing of Wesfarmers Insurance, we think we've created a unique and compelling car insurance product for Australians," Mr Buffin said.

"Coles Insurance customers can build a tailored insurance product - by selecting the cover options that matter to them."

"We've designed our Coles Insurance website to suit the customer. Just six questions and 30 seconds of your time will show whether Coles Car Insurance can save you money and improve your cover."

According to Robert Scott, Managing Director of Wesfarmers Insurance, "As Australia's fifth largest general insurer, this launch continues to confirm our long-standing commitment to the insurance needs of Australians."

"With the costs of motoring increasing, consumers benefit in so many ways with Coles Car Insurance. In addition to great value, there is the peace of mind that comes from insuring with one of Australia's largest and longest serving insurers," Mr Scott said.

Coles Car Insurance is available at www.coles.com.au/insurance. or call the Coles Insurance Contact Centre number on 1300 265 374.

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