



FirstLady
COVER

Simple • Secure • Affordable



Why First Lady?

Ladies are considered safer and more responsible drivers than their male counterparts and the statistics prove it. Research has shown that although women may be considered as slow drivers they still drive at safer speeds as compared to men. Men are more adventurous and are risk prone. It is in their genes. Women are more careful in nature and this shows in their driving statistics too . As a result, even if they are involved in an accident the cost of damage is much lower than men due to the slower speed and careful driving. Thus, women are a better insurance risk and should therefore benefit from favourable insurance cover. BKY Insurance Agency and First Assurance have taken these statistics into serious consideration, and present a unique motor insurance product for women.

About First Lady

We realize women know the importance of an understanding partner and insurance is no exception. The First Lady Cover is care, assurance, responsiveness, special rates, and so much more.

Included in the motor vehicle insurance cover is:

- cover for Your handbag (yes your handbag)
- cover for your Shoes, Cell phones and, of course, Jewelry and other personal effects
- A personal accident cover (absent in a standard motor vehicle policy)
- A comprehensive road assist package (includes puncture, battery failure, car jackings and more)
- A free courtesy car for use in case of an accident



Other Benefits:

- Free consultation on Breast Cancer with selected reputable hospitals
- Free car and tyre clinics
- Free valuation of Cars
- Access to Spas with selected certified partners
- Access to easy monthly payments on your insurance
- Rapid response to any emergencies on the road
- Reduced rate for the Flying Doctors Package
- And so much more

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Your absolute cover!

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