

## DIRECT TO YOU!

Direct To You, is our way of keeping our customers up to date on what is happening at Canadian Direct Insurance.

## TAKE THE **MONEY** OR **RON** ?

Time is running out for you to conquer your fear of savings!

Enter the Take the Money or Ron contest by **June 23<sup>rd</sup>** for your chance to win **\$5000** or a private one-on-one savings seminar with financial guru - **Ron Robertson**.



## featured products

### Auto Insurance



In May 1996 Canadian Direct Insurance sold our first auto policy in BC! Less than 3 years later we sold our first auto policy in Alberta. **We now insure over 127,000 vehicles in BC and Alberta!**

Now most of you receiving this newsletter have auto insurance with Canadian Direct, but did you know that you could qualify for **extra discounts if you insure more than one vehicle with us?**

**Click here to check out our multi-vehicle discount.**



If you are a BC resident did you know that **we insure motorcycles?**

In BC we insure touring bikes like a Gold Wing or a Harley Davidson. In British Columbia we also insure executive and light-duty commercial fleets

(5 or more vehicles required to qualify for fleet).

### **We also offer up to a 10% discount if you purchase a new auto insurance policy over the internet!**

So if a second vehicle is in your sights why not try our online quoting system CDI Direct. Remember if you are doing an online quote and you experience difficulty please save your quote and contact our Call Centre where a licensed insurance advisor can assist you.

**Click here** for more information about our auto insurance or call us for a quote at **1-888-225-5234** (hours of operation)

## save money on your insurance

Choose a higher deductible. By increasing your deductible you agree to pay a little more of the loss in the event of a claim. In return, Canadian Direct lowers your premium (in most cases). So, the larger the deductible the lower the premium.

**Click here for other ways to save!**



## in the community

### Canadian Direct Is Going Green



Concern for the environment is at the top of everyone's minds these days so here at Canadian Direct we are making every effort to be more environmentally friendly. We are taking steps towards being more energy efficient through the use of energy efficient lighting, managing our waste through a comprehensive recycling program as well as educating our employees about opportunities to reduce and reuse materials. We provide our employees with **reusable travel mugs, we offer organic fair trade coffee in our employee lunchroom and we have distributed a reusable bag to use while shopping.** We are also using eco-friendly cleaning supplies in our office.

At Canadian Direct we aim to support environmentally friendly work practices. Unlike most traditional insurance companies, we store all claims file documents electronically, we do not keep paper files and this helps to reduce our paper consumption. We have even started to use hybrid vehicles for our claims adjusters that are out on the road.

Customers who buy auto policies on-line have the option of having their documents "e-delivered" for their own personal electronic filing. We were also the first insurance company in Canada to offer a premium discount for hybrid/fuel efficient cars!

This year we celebrated Earth Day with educational games on how to become eco-friendly and awarded plants as prizes. We also participated in Keep Vancouver Spectacular for the 2nd year in a row. This event gives our employees the opportunity to give back in the community we live and work in and helps to keep **Vancouver streets clean.**

## safe driving tips

### How To Use Your Mirror

If you adjust your side mirrors so that you cannot see the side of your own car unless you lean your head in that direction, you will no longer have to shoulder check when merging onto a highway. Instead, you will "shoulder peek." The difference may be subtle, but it means always having a view of the vehicles in front of you. Try this in your driveway or in a parking lot to see how much more you can see!

**For more information on this technique and other safe driving tips click here.**

## quick links

- See what's new at [canadiandirect.com](http://canadiandirect.com)
- Get an online auto insurance quote and you could save up to another 10%
- Get a Travel Insurance quote or buy a policy online!
- Sign up for our Canadian Direct Insurance MasterCard
- Looking for a career? Canadian Direct Insurance may be right for you!