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Clients are the jewel in their crown

WHEN lockdown hit in 2020 consumers demanded lower-cost car insurance to match their lower monthly mileage. And rightly so. We responded within six weeks with a sustainable, fit-for-the-times 'pay per k' product called chilli. It's comprehensive car cover, but much cheaper as you only pay for the mileage you drive. And the positive response from consumers has been overwhelming, so thanks for that!

Chilli is the latest in a long line of innovations that set King Price apart. They're still the only insurer around to offer car premiums that decrease monthly as your car loses value. We just think it's the fair and logical way that insurance should be done.

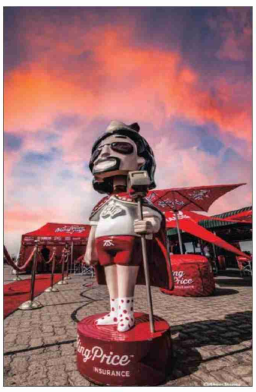
What's more, when you sign up for their decreasing premium product, which provides fully comprehensive cover, you can insure your golf clubs, bicycle or hearing aids for just R1 per month.

When they started out in 2012, they made a commitment to #MakingADifference and one of the ways they do this is by helping their clients save money every month. In eight years, they've saved their clients over R200 million in decreasing premiums. Paying it forward even further, these clients have the option to donate their monthly decrease to a charity.

They're also big on making their clients feel like royalty. This award shows that they're winning in this area, and they're grateful to everyone who voted for them.

Some have gone so far as to call them the king of insurance. It's a crown they wear with pride, and a responsibility they don't take lightly. And when they pay out nearly R7 million in claims every single day, as they currently do, they hope you sleep soundly knowing that your personal and commercial assets are in the king's safe hands.

PS: King Price are entering the life and funeral insurance market soon. Watch this space!



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