



Press release 10 June 2014

Business Insight sponsors Classic Car Charity Rally to the Arctic Circle in aid of Help for Heroes.

Business Insight is pleased to announce that it's sponsoring a Classic Car Rally from London to the Norwegian Nordkapp in support of Help for Heroes.

The first waypoint of the rally is the Lloyds of London Building at around 10:30am on Wednesday 18 June. The challenge is to drive 3000 miles into the Arctic Circle in under 82 hours. There are nine teams taking part all driving Porsche 944s that individually cost less than £1100. The route to the most northerly point of Europe, via Brussels, Berlin, Warsaw, Vilnius, Riga, Tallinn and Helsinki, should take around 82 hours. All funds raised will go to Help for Heroes.

The lead driver and main organiser is Insurance Industry IT Consultant Andy Green, who will be driving a black 1987 2.5 litre 944s, which he bought on eBay for £800. Andy and his wife Annabel have so far fundraised over £86,000 for Help the Heroes in two previous rallies and associated charity balls. This year is the last of the rallies and with the follow-up fundraising ball Andy hopes to sign-off with over £125,000 donated to the charity.

Andy Green, said: "With just a week to go, my car is only just a runner and makes a few strange noises when warmed up. That said, the cars are surprisingly reliable, but then our expectations of them are quite low!

"I'm pleased to welcome Business Insight as a sponsor of our Help for Heroes Challenge. I'm very passionate about raising funds for this charity and given my background, it's great to see Insurance technology specialists Business Insight giving us their support."

Tony McCallum, Business Insight Chairman and former Army Officer, said: "I'm proud that Business Insight is sponsoring this event in support of Help for Heroes. It's a very worthwhile cause and it will be an exciting challenge for Andy and his team. I wish them all the very best."

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About Business Insight

Business Insight is a leading insurance analytics and big data consultancy. It is also a major supplier of perils risk models and market analysis software to the Insurance Industry. Its products are currently licensed by over forty blue chip companies in the UK supporting quote enrichment, risk selection and claims validation as well as the pricing and underwriting of insurance.

The 'Premium Insight' premium comparison software enables users to benchmark their insurance rates against the market and covers the household, private motor, commercial vehicle and motorcycle markets. The 'Perils Insight' databases provide detailed high resolution predictions of the risk of theft, fire, freeze, storm, subsidence and flood for both residential and commercial insurance. The Business Insight team has extensive experience, with a number of its individuals recognised as being industry experts within their field. This expertise underpins the analytical services which can be offered to complement the company's data and software products.

For further information, visit www.business-insight.net