Roojai.com Launches the First Big Bike Insurance Platform in Thailand with up to 30% Discount for Experienced Riders





Bangkok, 11 October 2018 – Roojai.com, the pioneering online car insurance platform in Thailand, announces its launch of Thailand's first online big bike insurance. In partnership with LMG Insurance, a leading non-life insurance provider in Thailand, safe, experienced big bike riders will now get up to 30% off their insurance through Roojai.

The unique big bike platform promises an online quote in less than 60 seconds and the option to buy online just like car drivers already choose to do. Roojai is also the first to offer monthly payment by debit card as well as credit card for bikers needing comprehensive insurance. And to save even more time and money, bikers can carry out a remote bike inspection in less than 10 minutes using the revolutionary Roojai App. Unlike traditional bike insurance, there is no need for an appointment and no need to take time out.

Mr. Nicolas Faquet, Chief Executive Officer and Founder of Roojai, explains how the platform's unique calculations are intended to benefit mature riders. "If you think about it, traditional motorcycle insurance has always been based primarily on the value of the bike itself. The more expensive the bike, the higher the premium. While it is certainly a parameter to assess the cost of an accident, Roojai and LMG are focusing more on the probability of having an accident in the first place. Understanding what the bike is used for, the rider's safety record and experience and the power to weight ratio of the bike can all influence the likelihood of having an accident. By focusing mainly on the lower risk riders, LMG and Roojai can dramatically cut insurance costs for the safer rider."

According to Dr. Boonsong Sermsrisuwan, Senior Vice President of Sales and Marketing at LMG Insurance: "LMG brings its long standing international and local expertise in insurance markets to support Roojai's newest product. With THB 1.7 billion in authorized capital, and with the Insurtech skills Roojai has to offer, it is a win-win situation. Big bike customers will get a trustworthy and reliable coverage partner with excellent customer service, at a competitive price."

Big Bike owners can get a customised insurance quote online at www.roojai.com.

Caption for a photo, from left to right, Dr.Boonsong Sermsrisuwan, Senior Vice President of Sales and Marketing, LMG Insurance Public Company Limited, Ms. Waleerat Asavavongsatien, Vice President Under Writing motor, Roojai.com and Mr. Nicolas Faquet, Chief Executive Officer and Founder of Roojai.com

About LMG
Publicly listed LMG Insurance Public Company Limited, a leader in the Thai non-life insurance market, and one of the country operations in 19 countries worldwide of the Liberty Mutual Insurance Group in the USA., partners with Roojai to launch Big Bike Online Insurance in Thailand.

About Roojai.com

Roojai.com, launched in 2016, is a leading insurtech startup, providing a new fast, transparent, and easy digital experience for auto insurance. Roojai.com leverages technology to reduce operating costs and transfer the savings to its customers while improving their overall experience.

Roojai.com is a general insurance broker regulated by the Office of the Insurance Commission (OIC) under the Insurance licence number Wor00022/2558. Roojai.com works with exclusive insurance partners to develop specific products and solutions. With over a million visits a month and 30,000 customers insured through Roojai.com, it is Thailand’s number one online car insurance platform.

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