

LiquidCapital bolsters its service offering

South African provider of branded financial services solutions in the motor industry, LiquidCapital, has bolstered its service offering, adding Hollard to its panel of aggregated insurers for vehicle insurance and specified home cover.



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The two organisations have established themselves as leaders in their respective markets. Managing almost a million policies and a fleet of over 11 000 vehicles, LiquidCapital provides a range of vehicle products and services for over 12 international motor brands represented in South Africa.

LiquidCapital is the financial services arm of Imperial Holdings Limited - A JSE Listed company active in two areas of mobility and also the largest motor dealer group in South Africa. Likewise, with 35 years of experience in the market, Hollard currently delivers insurance solutions to more than six million policy holders and is the largest privately-owned insurance group in the country.

LiquidCapital Managing Director, Kerry Cassel says, "Motorists who purchase their vehicle through the Imperial group have the opportunity to stay within the group they know and trust for an enhanced product offering from LiquidCapital - addressing all their motor financial services and insurance needs."

"We are looking forward to moving ahead with this partnership and will continue looking for new ways to add value to the lives of our clients. By embracing tomorrow's technology and partnering with other industry leaders, our ultimate goal is to consistently deliver superior customer service and competitive products," she concludes.

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