



Rock Announces Second Acquisition

Rock Insurance has acquired specialist personal lines insurer MRL Insurance as part of their plan to expand into new markets.

MRL Insurance was established in 1975 and is widely recognised as an innovator within the insurance industry. The acquisition broadens Rock's range of financial services considerably to include travel, car, home, life, health, wedding, pet and commercial insurance plus car breakdown assistance and home emergency assistance.

Antony Martin, Managing Director, Rock Insurance, said: "We are excited to be able to offer our customers an extended range of superior quality personal lines products from a trusted source. Rock's acquisition of MRL will take us into new markets with potential for significant growth."

MRL Insurance's founder, Alan Reif, will be joining Rock Insurance as a Director to manage the personal lines insurance products. Alan established MRL Insurance in 1975 and has built the business up to the successful one-stop personal finance shop it is today. Commenting on the acquisition, Alan Reif said: "MRL brings a raft of additional products and services to Rock Insurance's portfolio while Rock's infrastructure and continued expansion will assist in taking MRL to the next level. I believe Rock and MRL will combine well to create a key player in the insurance market."

This is Rock's second acquisition, following their recent acquisition of AIS Direct, and the company is currently looking into a number of other potential growth opportunities.

For information about Rock Insurance please call 0844 482 0660 or email info@rockinsurance.com.

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