



Call 32-FIRST

## FOR IMMEDIATE RELEASE

August 1, 2007

### ACCIDENT ASSISTANCE SERVICE A FIRST FOR THE BAHAMAS

Nassau, The Bahamas – First Response, an innovative, new program that provides on-location assistance and support from the moment of a motor vehicle accident through the claim and repair process, has been introduced by Bahamas First General Insurance (BFG). First Response is an exclusive accident assistance service offered at no cost to drivers whose vehicles are insured through authorized agents of BFG.

Bold and distinctive First Response vans will soon be as common a sight at accident locations as police vehicles, ambulances and wrecker trucks, says BFG President Patrick Ward.

“As the leading general insurance company in The Bahamas, we are constantly looking to add value to our products and services,” said Mr. Ward. “We know that when an accident happens, the involved parties may be injured, angry or confused. Any of these conditions will distort perspective and impair one’s ability to make good decisions to protect one’s interests.

“Having First Response on call provides the peace of mind that comes with the knowledge that there will be someone in your corner when you may not be functioning at your best. People who regularly drive alone, women or older drivers will particularly appreciate the added security benefits,” Mr. Ward said.

Mr. Ward added that First Response will also facilitate faster claims processing for BFG clients.

BFG insured vehicles automatically qualify for First Response service. First Response service is available in New Providence only. Its hours of operation are 8:00am to midnight, seven days a week, 365 a days a year.

When an accident happens, one call to the First Response hotline **32-FIRST** (323-4778) dispatches a van to the scene where trained professionals take full control of the situation. The First Response team notifies police if they are not already present and calls an ambulance if required. Next, they ensure the safety of all persons involved and secure all valuables in the insured vehicle.



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Once the area is secured, the team's focus shifts to recreating the accident and estimating damages. Statements are taken and information exchanged while a trained engineer photographs the scene and examines the vehicles. A claim is filed and repair estimate prepared on the spot.

First Response also provides a wrecker to take the vehicle to an approved shop and transports the occupants of the BFG-insured vehicle(s) to a secure destination of choice.

Mr. Ward said First Response has engaged in ongoing consultation with the police and ambulance services in New Providence in developing the program. "While BFG insured clients in New Providence now have the benefit of a private and exclusive assistance program, First Response will coordinate closely with public emergency response services," he said.

First Response operates as an independent company under Bahamas First Holdings Limited. It is contracted to provide on location accident assistance service and support and to facilitate a speedier claims process for clients of BFG.

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