

**Pembridge Insurance to Offer Personal Coverage for Drivers Operating
Ride-for-Hire Vehicles for Transportation Network Companies**

Markham, ON - Pembridge Insurance is pleased to announce the launch of a solution for Alberta drivers who provide ride-for-hire services through Transportation Network Companies (“TNC”), such as Uber. Effective July 1, 2016, coverage will be available for these drivers through Pembridge in the form of an endorsement that extends coverage under the standard personal automobile policy to vehicles that are used as transportation network automobiles.

Pembridge recognizes the growing need for this type of coverage as transportation network enterprises continue to expand. “Ride-for-hire is not going away; it’s growing,” says Bob Tisdale, President and COO of Pembridge Insurance Company. “The insurance industry needs to be flexible and forward thinking to address customers’ evolving needs.”

The solution offered by Pembridge responds to this increasing demand and addresses coverage shortfalls for these drivers which previously existed between private passenger automobile insurance and commercial insurance policies. Our endorsement provides protection, including physical damage coverage, for the period when the driver has logged onto a transportation network (App) and is waiting to be matched with a prospective paying passenger.

“We are excited to be able to offer consumers a solution by adapting our product to provide additional choice and flexibility,” continues Tisdale. “When determining what product Pembridge would offer, our objectives were simple: It needed to be easy-to-understand coverage for consumers, easily administered by brokers, and it needed to be affordable. I believe our solution precisely addresses coverage gaps for TNC drivers and provides a simple and reasonably priced alternative for this growing venture.”

About Pembridge Insurance Company

Pembridge Insurance Company offers a comprehensive range of insurance products and exceptional customer service with the support of our dedicated, independent broker network. Pembridge’s broad suite of products are designed to meet the specific needs of Canadians at competitive prices including; auto, home, condo, tenant and coverage for specialty products including ATV’s, motorcycles, snowmobiles and boats.

www.pembridge.com

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