

## Steer Clear of Lloyd in the Brown Car, Warns esure

*Research from UK insurer esure reveals how first names and car colours relate to claims and accident statistics.*

([PRWEB](#)) August 19, 2004 -- What's in a name? According to UK internet car insurer, esure, your first name and the colour of car that you choose can make a big difference to how likely you are to make a claim on your car insurance.

Natasha the crasher, brown on her luck

Almost a third (30%) of men called Lloyd are likely to make a claim on their car insurance over the course of a year, and the same is true of more than a third (35%) of women named Natasha. Whilst not the raciest or riskiest of colours, brown cars see the most claims, knocking last year's 'pretty in pink' drivers off the top spot.

Men

Women

Car Colours

Lloyd 30%	Natasha 35%	Brown 22.6%
Sam 28.2%	Shelley 31%	Pink 21.3%
Leon 28%	Juliet 30%	Black 20.9%
Phil 28%	Natalie 28%	Yellow 20.8%
Rob 26%	Justine 27.8%	Mauve 20.3%

Murray's the cream of the driving crop

If you're driving with Murray or Mavis, chances are you're in safe hands, as only 12% of Murrays and 7% of Mavis have made claims. All the better if they're in a cream car - only 14.6% of their drivers have made claims.

Men

Women

Car Colours

Murray 12%	Mavis - 7%	Cream 14.6%
Royston 12.2%	Susanne 11%	Beige 15%
Archie 12.9%	Glenys 11%	White 16.4%
Terrence 13%	Vivien 12%	Bronze 16.5%
Ernest 13.2%	Doris 12%	Maroon 17%

Mike Pickard, head of risk and underwriting at esure said, 'The research shows some surprising results; brightly coloured cars, even though they're more visible, won't necessarily keep you claim free. There are lots of other factors to consider, such as the types and ages of drivers likely to choose particular colours as their lifestyle badge, or the cars' attractiveness to thieves.'



And while you might worry about driving with a Doris, names that are more common among older generations are some of the safest.

#### Notes to Editors

\*Percentage figures were calculated using the details of over 100,000 claims from esure over the last four years.

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About esure: esure is a joint venture between Peter Wood and the HBOS group. The company was launched in 2000 backed by £150m capital. It offers car, home and travel insurance over the internet and telephone and is one of the UK's fastest growing general insurers with over 850,000 customers. The company employs over 1,500 staff and has offices in Surrey, Manchester and Glasgow



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