

Norwichunion.com Redirects To Aviva.co.uk

UK's biggest insurer is about to change its online presence to Aviva.co.uk

May 26, 2009 - [PRLog](#) -- The website behind Norwich Union, the UK's biggest insurer, is set to change its customer website to www.aviva.co.uk on 1 June. The website switchover coincides with Norwich Union's name change to Aviva (<http://www.aviva.co.uk>), as part of the Aviva group's move to a single global brand – the fifth largest insurer in the world.

Sixty million people have visited the site since it first launched as <http://www.norwichunion.com> in 1997. During that time it has supplied the nation with more than 100 million insurance quotes, and sold over 2 million home, motor and travel insurance policies. During the course of a decade it has established itself as the ultimate one-stop-insurance-shop, helping protect peoples' homes, cars, travels, as well as financial security for the future through its range of life insurance policies.

Steve Genders, head of online sales and marketing, Aviva comments: "For over a decade we have provided customers access to our policies through our continually evolving website. We've gone from being a call-centre based business to half of our motor insurance policies starting online. Customers can even compare our prices and level of cover against our competitors now to ensure they're getting the best deal for their insurance needs.

"Though the journey for [norwichunion.com](http://www.norwichunion.com) is coming to an end, from June 1 when our customers visit <http://www.aviva.co.uk>, they will have access to everything they expected from Norwich Union, as well as the market leading capabilities such as a full self-service function which allows customers to manage, change, renew and view their policies online."

The lead up to becoming Aviva sees the UK's biggest insurer as busy as ever in helping its customers. Some statistics that capture the scale of the insurer's operations include:

- Fixing enough properties to employ 1,700 local builders
- Replacing enough car windows to cover encase the Empire State Building in glass – twice over
- Buying enough carpet to stretch from Berlin to Istanbul

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Notes to Editors

Norwich Union is the UK's largest general insurer with a market share of around 15%, with a focus on insurance for individuals and small businesses.

It is a leading provider of life, pensions and investment products and one of the largest Financial Adviser (FA) providers. FAs provide over 70% of the company's long-term savings business in the UK.

In the summer of 2009 Norwich Union will change its name to Aviva. Aviva is the world's fifth largest insurance group and operates in 28 countries. Aviva is to become the customer brand worldwide, thus enabling the company to compete even more effectively on a global scale for the benefit of customers, staff, business partners and shareholders.

Norwich Union's news releases and a selection of images are available from Aviva's internet press centre at <http://www.aviva.com/media>.

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About Norwich Union: Soon to be Aviva. Offering Car, Motor, Home, Travel, Health, and Life Insurances.

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