



## **Admiral Group plc launches in the USA**

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Admiral Group plc is delighted to announce that it has today launched its new car insurance operation in the USA. The business, based in Richmond Virginia, will trade under the name of Elephant and will sell car insurance to US customers direct by telephone and internet. It will initially trade in one state only, Virginia, and, in common with our other international operations, will start modestly as we learn more about the US market and how to develop our model. The Group will provide further update when it announces its results for the year ended 31 December 2009 in March 2010. Henry Engelhardt, Chief Executive, commented, "This is a further important milestone in our plans to grow our business overseas and I am thrilled to be announcing this launch. Congratulations to the team in Richmond on all their hard work to reach this key point. Elephant now joins Balumba.es, Admiraldirekt.de and Conte.it as the fourth new international insurance operation in the Admiral Group."