**PRESS NEWS**

2nd February 2015

**Northern Swedish launches simpler, faster home and motor insurance**

Northern Swedish Insurance Company has opened its doors to new business with its innovative range of motor, home and contents insurance. Available only through independent financial advisers, NSIC brings their no-nonsense straightforward approach to the UK insurance market.

NSIC provides standard prices and simpler forms which makes quotations faster and easier for brokers and their customers.

Chief Executive Rolf Torinson said “In Scandinavia we are well known for our simplicity and smarter ways of doing things. Cost is always the first consideration, but we provide a streamlined quotation and claims service, making life simple for our customers all round.”

Established in 1863, NSIC is one of Sweden’s biggest insurance companies with assets of £500 million.

More information is available from financial advisers and at [www.northernswedishinsurance.com](http://www.northernswedishinsurance.com)

- Ends –

For more information, contact Julia Davies on 07740 258234, email julia@furnaceoast.com

Notes for Editors

The new office is based in Peterborough. The team of 120 staff is headed up by Rolf Torinson, CEO.



Rolf is a Swede who has lived and worked in the UK for many years. Formerly the Operations Director of Yorkshire Life, he and his wife and two children are looking forward to living and working in Peterborough.

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