



24 August 2009

## **GKA Insurances Acquired by Rothbury**

Rothbury Insurance Brokers, the largest New Zealand owned insurance broking firm, is pleased to announce the acquisition of GKA Insurances effective from 7 August 2009.

GKA Insurances provides a unique insurance scheme solution to the New Zealand Motor Caravan Association Inc. (NZMCA) and has done so for over 8 years. The acquisition of GKA means the insurance scheme is now owned by Rothbury. The scheme will be operated in partnership with NZMCA and will form part of the overall Rothbury Group.

The insurance scheme will be incorporated into the Rothbury Group as a stand alone business focusing on delivering high service to the NZMCA members. The small dedicated team will be based in Penrose, Auckland alongside Rothbury Head Office and the Auckland broking branch.

Over 8,000 members of the NZMCA currently insure their motor homes through the scheme while the NZMCA itself has a total membership base of 20,000. The scheme is very well supported with significant exclusive benefits and is underwritten by Lumley. The NZMCA and Rothbury have committed to re-brand the scheme in the short term and work together to increase the number of insured members through a revised marketing strategy.

Doug Thompson, Rothbury Corporate Development, says "Our growth strategy has been a successful focus for us over the last four years and we're always looking for good opportunities to grow the business. The acquisition of GKA and partnership with the NZMCA is an exciting opportunity and very aligned with our strategy. The scheme offers a very strong insurance solution and we're looking forward to working with the NZMCA and taking it forward for the benefit of the NZMCA and their members".

Rothbury is enjoying a period of very strong growth with over 140 staff now spread across fifteen branches throughout New Zealand from Invercargill to Whangarei. Much of Rothbury's growth has been driven by the commitment to delivering client focused service and solutions to clients. Significant emphasis is placed on face to face broker relationships. Individual claims management is another significant aspect which is provided for each and every claim within the business setting Rothbury apart from many of its competitors.

### **For more details please contact:**

Sarah Money, Marketing & Communications Manager  
T. 09 526 8389, E. [sarah.money@rothbury.co.nz](mailto:sarah.money@rothbury.co.nz)  
[www.rothbury.co.nz](http://www.rothbury.co.nz)

Roger Abel, Managing Director  
T. 09 526 8320, E. [roger.abel@rothbury.co.nz](mailto:roger.abel@rothbury.co.nz)