

 HONG KONG

Best General Insurer



Liberty International Insurance (Liberty Insurance) has earned the InsuranceAsia News award for the Best General Insurer for Hong Kong having made a mark in the Special Administrative Region (SAR) market with its products and innovative offerings, notably its outstanding motor insurance product for electric vehicles (EV).

Being the third-largest motor insurer in Hong Kong, Liberty Insurance has been underwriting electric vehicles since 2014. By doing so, Liberty Insurance has established itself as a pioneer and significant contributor to market and product innovation.

A feature of Liberty Insurance's motor insurance for EVs that differentiates it from other car insurance is that it is mileage-based, which means that car owners are charged a premium that reflects the number of kilometres driven by the car, which ensures that policyholders are paying only for their usage.

Liberty Insurance was also among the 16 insurers who has been approved by the Hong Kong Insurance Authority to pilot the Greater Bay Area's ambitious Hong Kong-Zhuhai-Macau Bridge northbound motor insurance scheme.

Having collaborated closely with the insurance regulatory bodies from Hong Kong and Guangdong governments, Liberty Insurance has launched the Liberty Drive to China Motor Insurance to provide coverage to all eligible existing Liberty Insurance motor policyholders.

In addition to its exceptional motor insurance offerings, Liberty Insurance provides a comprehensive range of other insurance products and services for both individuals and corporations. These include individual and group medical insurance, office and shop packages, travel insurance, employees' compensation, and more, ensuring all-around protection for their customers.

In particular, Liberty Insurance is able to provide customised plans, including group medical and commercial plans, for SMEs with smaller team sizes, scale of business and rapidly changing needs. This makes Liberty Insurance an ideal insurance partner for many SMEs in Hong Kong.

Liberty Insurance in Hong Kong is part of Liberty Mutual Insurance Group, a diversified global insurer headquartered in Boston.

For more information, visit www.libertyinsurance.com.hk.



Karen Lee Kar Lun
CEO of Hong Kong and General Counsel
Liberty International Insurance,
Asia Pacific

"We are deeply honored to be recognized as the Best General Insurer of the Year. This award is a testament to the hard work and dedication of our entire team. We extend our heartfelt gratitude to our customers and partners for their unwavering support and trust in Liberty International Insurance. This achievement inspires us to continue striving for excellence in every aspect of our business. Our commitment to our customers is the core of everything we do. We are dedicated to providing innovative and reliable insurance solutions tailored to meet the diverse needs of our clients. Our goal is to ensure peace of mind and financial security for our customers, and we will relentlessly pursue ways to enhance our services and exceed their expectations."