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PRESS RELEASE

**CARDIF PINNACLE\* BACKS INTERNATIONAL ROAD SAFETY AWARDS**

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**HRH Prince Michael of Kent presented his International Road Safety Awards at a special ceremony held at The Savoy London this week in an event that was once again sponsored by Cardif Pinnacle.**

The annual presentation ceremony has become an extremely prestigious event in the road safety calendar and the event organisers, Roadsafe, were delighted that the event attracted a large number of supporters and road safety professionals. Special guests included Road Safety Minister Stephen Ladyman and of course this year's award winners. The awards which recognise outstanding innovation and achievement were first introduced by The Prince in 1987 at a national level; they are now made nationally and internationally.

**In thanking Cardif Pinnacle for its prime sponsorship of the awards ceremony, Roadsafe Chairman Tony Spalding said:**

"Road safety is all about responsibility, both personal and corporate; we are most grateful to Cardif Pinnacle for its corporate commitment to supporting these awards which highlight the best schemes and innovations available."

**Martin Ring from Cardif Pinnacle added:**

"As a company, Cardif Pinnacle has supported a whole range of corporate social responsibility programmes both in its locality and further afield. Road safety has played a major role in this support so we were delighted to once again support the Prince Michael International Road Safety Awards and celebrate the achievements of the award winners and their contribution to making our roads a safer place."

\* Cardif Pinnacle is a trading style of Pinnacle Insurance plc

*About Cardif Pinnacle ([www.cardifpinnacle.com](http://www.cardifpinnacle.com)). Formed in 1971 as Pinnacle Insurance plc, Cardif Pinnacle, as it is now known, forms part of global banking group, BNP Paribas. The trading style, Cardif Pinnacle, incorporates the name of Pinnacle's longstanding parent company, Cardif SA. Cardif Pinnacle continues to be one of the UK's leading providers of creditor, warranty and special risks insurance which has in more recent years diversified into a range of other protection-based products including Medical Cash Plans, Sports Injury, Pet Healthcare, Accidental Death, Personal Accident, and Income Replacement cover. The Cardif Pinnacle Group has also established itself as a broad based supplier of financial services and investment products. It provides competitive, tax efficient, investment products both through Independent Financial Advisors (IFAs) and direct to the public. Sister company, Financial Telemarketing Services Ltd, provides telemarketing and outsourcing to leading Banks, Building Societies and Finance Houses. Parental links with BNP Paribas have helped Cardif Pinnacle to develop business outside the UK in Ireland, Sweden, and the Republic of South Africa.*

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