



PRESS RELEASE

QBE AND HAYWARD AVIATION PARTNER IN AIR SAFETY CAMPAIGN FOR PRIVATE PILOTS

LONDON, 15 SEPTEMBER 2009

QBE European Operation's Aviation insurance division and Hayward Aviation Brokers today announce the launch of an innovative joint safety campaign targeting private pilots. The two firms have collaborated to produce a range of safety materials that together give private pilots a clear and comprehensive checklist for safety actions before they leave the ground.

The campaign will launch with the joint sponsorship of a pilot's companion, a guide to developing flying skills entitled *Clearer Horizons*, which sets out to encourage pilots to broaden their experience, and gives guidance as to how to achieve this safely.

In addition a quick reference 'air safety card' has been produced, with a shortlist of actions that every pilot should take at the start of a flight. 30,000 copies of the card will be distributed via the private flying magazines *Loop* and *Blade* in the coming months.

It is hoped that every private pilot in the UK will be influenced by the campaign over the course of 2009.

Emilio di Silvio, Managing Director of the Aviation Division for QBE European Operations, said: "As one of the leading private pilot insurers in the UK, pilot safety is obviously something that we take incredibly seriously. While commercial pilots are supported by huge teams and continuous training programmes, private pilots are left with less support in terms of maintaining safety awareness. We hope this campaign goes someway towards redressing that."

Guy Holland-Bosworth, Director of Hayward Aviation Limited, commented: "We have worked closely with the team at QBE for a number of years and it seemed natural to us to partner with them on this important campaign. We constantly see the need for better support for private pilots in the area of safety awareness, and we're committed to the safety focus of this campaign and what it means to pilots in the private sector."

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For further information please contact:

Victoria Sisson, QBE European Operations

Tel: +44 20 7105 4428; email victoria.sisson@uk.qbe.com

Notes to editors

ABOUT QBE

QBE Insurance Group is Standard & Poor's 'A+' rated and is one of the world's leading international insurers and reinsurers, headquartered in Sydney, Australia. We operate out of 45 countries across the globe, with a presence in all key insurance markets, and are lead underwriters within our chosen markets, setting rates and conditions. For the year ended 31 December 2008, the company underwrote gross written premium totalling £6,025 million and held shareholders' funds of £5,364 million.

QBE's European Operations, which accounts for almost 40% of QBE Group turnover, is a leading specialist in London market and European commercial lines business. Active in both the Lloyd's and company market, QBE offers considerable diversity to the broking community, via eight product-focused underwriting divisions - casualty, QBE Re Europe, property, motor, marine & energy, specialty, aviation - all operations have the ability to write on both Lloyd's and company market paper.

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