

“Crash for Cash” motor fraud offensive

Top 100 law firm Keoghs specialises in insurance litigation and operates the UK’s largest counter-insurance fraud services team.

For a number of years, the firm has been working with major insurers to bring ‘Crash for Cash’ fraudsters – who perform unexpected manoeuvres causing innocent drivers to crash into them – to justice, as well as educate companies whose fleet drivers could be at risk.

We were asked by Keoghs to raise awareness of its success in saving the UK’s largest insurance companies over £30m last year alone by uncovering ‘Crash for Cash’ scams.

Driving it home

Keoghs operates a unique database containing details on suspect motor fraud claims made over the last ten years via insurance companies across the UK.

We worked alongside Keoghs’ counter-fraud team to pinpoint regions where the most suspicious motor insurance claims are made.

We then created a ‘hot spot’ map to illustrate our media package, which included a hard hitting exposé on the Crash for Cash phenomenon and advice tips for fleet managers to protect their drivers and help insurers and loss adjusters to spot bogus crash claims.

Wherever possible, we reinforced Keoghs’ success in saving insurers millions of pounds by uncovering the scams.

Our coverage also served to remind insurers of the need to keep an eye on their fraud indicators to ensure scams are detected early on.

We secured cover stories and double page spreads across a wide selection of insurance and fleet trade magazines - and our ‘Crash for Cash’ hotspots are now regularly referred to by insurance media when discussing motor fraud, which is now valued at £1.5 billion a year.



☑ Coverage in Commercial Motor and Fleet News magazines

Keoghs

If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk