



Monday, November 28, 2011

### **MSL Group launches new website to demonstrate extended offering**

Legal expenses insurance provider and services for insurance brokers company, [MSL Group](#) (MSL) has finalised its rebranding programme with the launch of its new website.

The website at [www.msl.co.uk](http://www.msl.co.uk) provides clear navigation to all aspects of the company's products and activities and is designed to provide visitors with a clear outline of its overall proposition and expertise.

A simplified site menu provides access from the home page to all products and services including extensive legal expenses insurance packages and new additions such as a valuation service for brokers and human resources and risk management support for small and medium-sized businesses.

The site also displays company information, has links to group company websites such as MSL Vehicle Solutions and features the latest news from the company.

In all, the site allows visitors to find everything they are searching for quickly and easily, from the company's provision of assistance products, through to specialist areas such as HR risk management.

MSL started a rebranding programme last year that saw the brand linked to a growing range of services, enabling the business to grow its presence in new markets.

Nick Garner, Managing Director, commented:

“The launch of our new website signals the final part of our rebranding programme. While it provides a window to all the growing areas of our business, it also highlights our strong underwriting heritage and reflects the wider capabilities and services on offer to existing and new clients.”

Formed in 1988, MSL is one of country’s longest established independently-owned legal expenses insurance providers. The company offers a range of innovative and comprehensive legal expenses insurance products and services for the Independent broker and insurance intermediary sector. MSL is authorised and regulated by the Financial Services Authority (FSA).

Ends

#### **Notes to editors**

Images are available from Nigel Charlesworth 07964 900 861, [nigel@thesmartagency.co.uk](mailto:nigel@thesmartagency.co.uk)

#### **About MSL Group**

MSL Group, includes MSL Legal Expenses Limited (MSL LE), MSL Vehicle Rental Limited and MSL Vehicle Solutions. LEI products are underwritten by Financial & Legal Insurance Company Limited. With over 20 year’s industry experience, the Group relationships provide a full suite of legal expense insurance policies and accident management services to partners.

MSL LE is authorised and regulated by the Financial Services Authority.  
[www.msl.co.uk](http://www.msl.co.uk), [www.financialandlegal.co.uk](http://www.financialandlegal.co.uk)