

# LV= Announces Improvements To Its Protection Range



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LV= has announced that it has improved its term rates for higher sums assured, re-priced its FPP Term Assurance, Family Income Benefit and Gift Inter Vivos products, as well as cut prices on its accident and sickness cover under its Mortgage & Lifestyle Protection product.

The changes to the term rates for higher sums assured, typically between £150,000 and £300,000, come soon after LV= re-priced its [critical illness cover](#), meaning LV= is now leading the way on price for many term assurance contracts.

Mark Jones, head of protection at LV=, said: "These improvements will help us offer customers a combination of great experience, proven ability and competitive prices. We make no bones of the fact we are keen to expand our customer base for [term assurance](#), especially at the higher sums assured end of the market."

[LV=](#) has also improved all of its accident and sickness rates for lower risk occupations under its award winning [Mortgage & Lifestyle protection](#) product.



Mark Jones concluded: "The

re-pricing of our accident and sickness rates within our Mortgage & Lifestyle Protection product for lower risk occupations is a clear demonstration of our strategy for marrying competitive pricing with market leading product innovation. We are very pleased to be able to reduce all of these premiums, as this further enhances an already top class proposition for mortgage advisers."

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Notes to editors

**About**

**LV=**

LV= is a registered trademark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies.

LV= employs around 4,000 people, serves over 3.8m customers and members, and manages around £7.7bn on their behalf. We are also the UK's largest friendly society and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority, register number 110035. LVFS is a member of the ABI, the AFM and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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