



## Dogtag Makes Waves in Sailing Insurance Market

Dogtag, the award-winning insurance company for action-minded travellers, has launched a new product for the sailing market to allow people to enjoy life on the ocean wave with complete confidence. Dogtag Offshore has been carefully designed with the help of experts to provide a cost effective and comprehensive insurance package.

As well as offering cover for offshore and inshore crewing, racing, recreational sailing and motorboating, the policy also includes cover for various other watersports such as kitesurfing, windsurfing or diving.

Like all the best ideas, the concept behind Dogtag is simple. A Dogtag Offshore policyholder is issued with a surgical-grade stainless steel dogtag. Engraved on the back of the dogtag is the insured's name, their unique identification number and a dedicated web address so that should they get into difficulty and emergency services are called, medics can verify their insurance details. Quite simply, in many parts of the world sailors who encounter problems can face difficulties receiving immediate medical attention because it is impractical to carry a flimsy paper document which proves their insurance details.

Crucially, the Dogtag ID number also provides medics instant access via a website to vital medical and personal information including next of kin details, blood type, current medication and allergies. The dogtag also carries a 24/7 medical rescue phone number.

"For many years the sailing insurance market has been crying out for an affordable policy which brings together wide-ranging cover and effortless portability. In Dogtag Offshore, we have answered these calls," said Dogtag Director Dave Rice.

"We are hugely confident that before long Dogtag Offshore will become an essential piece of kit for anyone who to combine an exhilarating sailing trip with complete peace of mind while out on the water."

Key elements of Dogtag Offshore include cover for loss of sailing days due to illness or injury, and generous cover for kit lost or stolen. The policy, of course, also covers search and sea rescue. This all comes on top of the standard Dogtag travel insurance policy which features competitive rates of cover for cancellation, lost or delayed luggage, sickness or injury, legal protection and much more.

Annual multi-trip Dogtag Offshore policies start from just £101.

[www.dogtag.co.uk/offshore](http://www.dogtag.co.uk/offshore)

For further media information contact:

Mike Welby, Director

DOGTAG Ltd

T: +44 (0) 797 - 333 7232

E: [mike@dogtag.co.uk](mailto:mike@dogtag.co.uk)

or to download images and words, visit

[www.dogtag.co.uk/press-office](http://www.dogtag.co.uk/press-office)

