[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Dear [Client Name],

It has been a pleasure assisting you with your [Current Policy Type, e.g., Equipment/Vehicle] insurance. As your business continues to grow within the off-road industry, we want to ensure that your physical assets aren't the only things protected.

While your current coverage protects your gear, it may not cover the significant legal and financial risks associated with third-party injuries or property damage. For businesses operating in the off-road sector, a single accident during an event, guided tour, or on-site consultation can lead to devastating lawsuits.

We are writing to recommend adding a **General Liability** policy to your protection plan. This coverage is designed specifically to shield your business from:

- Third-party bodily injury claims
- Damage to property belonging to others
- Legal defense costs and settlements
- Product liability (if applicable)

Because you are already a valued client, we can often bundle this coverage to provide you with comprehensive protection at a competitive rate. Don't let one unforeseen incident jeopardize the business you have worked so hard to build.

Please call us at [Phone Number] or reply to this email to receive a customized quote. We look forward to helping you secure the future of your off-road business.

Sincerely,

[Agent Name]
[Agency Name]
[Phone Number]
[Email Address]