[Date]

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

Subject: Important Addition to Your Insurance Coverage

Dear [Client Name],

We appreciate the trust you place in [Agency Name] for your auto insurance needs. Because you are a valued client, we want to ensure that all your vehicles are protected with the same level of care.

We are pleased to announce that we have expanded our motorcycle insurance options. If you own a motorcycle, or are considering a purchase, we can now offer you a policy extension that integrates seamlessly with your existing auto account.

Benefits of adding your motorcycle to your current plan include:

- Multi-policy discounts on both your auto and motorcycle premiums.
- Custom parts and equipment coverage for modifications.
- Roadside assistance specifically designed for bikes.
- One point of contact for all your vehicle claims.

Protecting your passion shouldn't be complicated. Please call us at [Phone Number] or reply to this email for a quick, no-obligation quote to see how much you can save by bundling your coverage.

Ride safe,

[Agent Name]
[Agency Name]
[Phone Number]
[Website]