[Date]

[Policyholder Name]
[Address Line 1]
[City, State, Zip Code]

Subject: Welcome to Your New Personal Auto Policy - [Policy Number]

Dear [Policyholder Name],

Thank you for choosing [Insurance Company Name] for your auto insurance needs. We are pleased to welcome you as a new policyholder. Our goal is to provide you with reliable protection and excellent service.

Your new policy is effective from [Effective Date] to [Expiration Date]. Enclosed with this letter, you will find your essential insurance documents, including:

- Your Policy Declarations Page
- Proof of Insurance (ID Cards)
- Coverage Summary and Policy Booklet

Next Steps:

- **Review Your Documents:** Please verify that all information, such as your vehicle details and coverage limits, is correct.
- **Keep Your ID Cards:** Place a copy of your insurance ID card in your vehicle at all times.
- **Register Online:** Visit [Website URL] to create an account where you can pay bills, view documents, and manage your policy 24/7.

If you have any questions or need to make changes to your policy, please contact your agent, [Agent Name], at [Agent Phone Number] or call our customer service team at [Customer Service Phone Number].

We appreciate your trust in us and look forward to serving you.

Sincerely,

[Sender Name/Signature]
[Title]
[Insurance Company Name]