[Date]

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

Dear [Policyholder Name],

Welcome to [Agency Name]! We are pleased that you have chosen us for your auto insurance needs. Your new policy, number [Policy Number], is now active.

Enclosed you will find your policy documents, including your insurance identification cards. Please place one card in your vehicle immediately and keep the other in a safe place.

Policy Details:

- **Carrier:** [Insurance Company Name]
- **Effective Date:** [Start Date]
- **Vehicle(s) Covered:** [Year/Make/Model]

At [Agency Name], we are committed to providing you with excellent service. If you have any questions regarding your coverage, need to make a change to your policy, or need to report a claim, please do not hesitate to contact us.

Phone: [Agency Phone Number]
Email: [Agency Email Address]
Website: [Agency Website]

Thank you for trusting us to protect you and your vehicle. We look forward to a long relationship.

Sincerely,

[Agent Name]
[Agency Name]