

MOTORS' INSURANCE IN ROMANIA - CRITICAL MARKET ANALYSIS

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ABSTRACT

The management of losses represents an important process for each insurance company. The way losses are reimbursed reflect the way that an insurance company respects the promise to its' clients. In this paper it will be analyzed in details how the loss management evolved in Romania in last years and the strategies used by insurance companies to improve it. The particular case of vehicles losses will be pointed, especially being driven by idea that this classes of insurance records the highest level in the insurance market. Also, there will be analyzed the trend of losses in motors insurance in Romania that influence so hard the entire loss management.

Keywords: *insurance, motor class, loss management*