

Lark Music launches strategic partnership with Gibson Garage London

London, 26 February 2026: Lark Music, part of Howden, has formed a strategic partnership with the Gibson Garage London to launch its first tailored insurance solution activated at the point of purchase, offering customers in the UK free 12-month insurance coverage when they buy a qualifying Gibson guitar. The insurance is valid for all UK residents on Gibson and Epiphone guitars sold at the London Garage that are priced above £1,500.

This collaboration focuses on providing a tailored solution to musicians when they need it most, as 82% of guitar insurance claims occurring while travelling and during everyday journeys, according to Lark Music's latest research*. The specialist music insurance provider's partnership with Gibson Garage London will provide players, for the first time, with guitar protection as soon as they leave the shop.

The research also reveals that out of home insurance claims account for 85% of claim costs. From travel by trains or cars to moving instruments to gigs, rehearsals and venues, travel incidents are more likely to result in replacement than repair. Accidental drops, knocks, loss and theft on short trips account for a large share of incidents.

By adding complimentary 12-month insurance coverage at the point of purchase for UK residents, Gibson Garage London and Lark Music aim to simplify protection and remove barriers to coverage while delivering a simple, player-first benefit where it matters most - on the move.

Wynne Hamilton, Divisional Director, Lark Music, part of Howden, said; *"Our data showed us that insurance shouldn't start when you get the chance to contact your insurer. Customers should have peace of mind as soon as they have purchased their instrument as the average travel claim is around 25% higher in value than a non-travel related claim. It's important to us that we partner with brands like Gibson Garage*

London as it allows us to place protection exactly where it is needed - in the hands of players as they walk out with their new guitar.”

What's included in the free 12-month guitar insurance offer:

- One year's free Lark Music guitar insurance included with qualifying purchases in-store at the Gibson Garage London
- Protection against accidental damage, loss and theft, with repair or replacement
- The offer is activated by a simple online journey in-store and customers can leave with their guitar covered
- The policy will normally start from the date of the guitar purchase and continue for 12 months, unless cancelled earlier
- Offer available from February 2026; eligibility, terms and policy conditions apply and are available at the point of activation. Ask staff in-store for details.

Lark Music, an established brand within Howden, is a specialist music insurance provider, protecting musicians and their instruments for over 35 years with tailored cover and expert support. Drawing on deep sector knowledge and industry data, Lark Music helps players stay focused on what matters: making music. The 12-month free guitar insurance policies are underwritten by Allianz.

Learn more about the Lark Music and Gibson Garage London promotional offer here:

<https://www.larkmusic.com/lark-gibson-partnership/>

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*Lark Music internal guitar claims research (01 Nov 2024 – 20 Jan 2026).

NOTES TO EDITORS**ABOUT HOWDEN**

Howden is a leading global insurance intermediary group with employee ownership at its heart. Founded in 1994, it provides insurance, reinsurance and underwriting services and solutions to clients ranging from private individuals to the largest multinational companies.

The Group operates in 56 countries in Europe, Africa, Asia, the Middle East, Latin America, Australia, and New Zealand, employs over 23,000 people and manages premiums totally USD 50 billion on behalf of its clients.

ABOUT GIBSON GARAGE LONDON:

The **Gibson Garage London**, located at 61–62 Eastcastle Street, is Gibson's first store outside the U.S. following the trailblazing **Gibson Garage Nashville**, and the **ultimate hands-on guitar experience in the heart of the city**. Opened by rock icons **Jimmy Page, Sir Brian May, and Tony Iommi**, it offers music lovers the chance to explore Gibson's over 130-year legacy through hundreds of guitars, and to plug in and play all things **Gibson**, **Epiphone**, **Kramer**, **MESA/Boogie**, **Gibson Amplifiers**, **Maestro** pedals, and the **Made-to-Measure** program for custom instruments. Beyond the showroom, the Garage comes alive with **live performances, special events, exclusive apparel**, and rotating exhibitions that celebrate the past, present, and future of music culture. A vibrant, ever-evolving home for musicians, fans, and collectors, the Gibson Garage London is the city's definitive destination for all things guitar. **For the latest news and updates, follow @GibsonGuitarUK**.