

Farmers Insurance Continues Industry Leadership With First-Ever Instant Quoting System Available in Chinese, Korean & Vietnamese

LOS ANGELES, April 13, 2011 /PRNewswire/ -- [Farmers@ Insurance](#) is continuing to demonstrate its leadership among insurers by launching the industry's first-ever instant online quoting system free to consumers who prefer to receive their information in [Chinese, Korean or Vietnamese](#).

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

"Our ability to provide auto, home, and life insurance quotes to consumers whose primary language is Chinese, Korean or Vietnamese is a clear indication of Farmers' commitment to being the insurer of choice for all Asian Americans," said Luisa Acosta-Franco, vice president of multicultural marketing for Farmers. "We are extremely proud to be the first insurer to provide this multi-language quoting system."

Recent data released by the United States Census Bureau showed that the number of Asian Pacific Islander Americans living in the nation increased by over 45% from 2000 to 2010, an unprecedented level of growth. With studies also showing Asian American affinity for the use of technology, both at home and away from home, developing in-language quoting capability became a key strategic initiative for the company.

"Farmers is focused on using technology to help consumers reach us whenever and from wherever they choose," said Nipun Sharma, assistant vice president of e-business for Farmers. "While others have only been able to share this type of technology with a select segment of the consumer market, Farmers realizes there is a sizable group of consumers who would prefer to receive information in a language other than English, so we made a very clear decision to share this with a larger audience...an audience that includes those who would prefer information in Chinese, Korean and Vietnamese."

The development of this system targeting Asian American consumers is a continuation of a long line of endeavors by Farmers to successfully reach this desirable consumer segment.

"While there may be others who say they are committed to this market, only Farmers provides instant online quoting, insurance education online, language capable agents and in-language claims assistance for customers who speak Chinese, Korean and Vietnamese," said Daniel Chang, Farmers assistant vice president for multicultural marketing. "That's what makes us different, that's what makes us better."

Consumers can reach the Chinese, Korean and Vietnamese instant quoting sites by visiting the company's in-language web sites – www.farmerschinese.com, www.farmerskorean.com and www.farmersvietnamese.com. Visitors to those sites are also be able to easily search for language-capable agents in their area through the company's agent search feature.

About Farmers

Farmers Insurance Group of Companies is the country's 3rd largest insurer of both personal lines passenger [automobile](#) and [homeowners insurance](#), and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

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