

Farmers Insurance Hosts Drive & Drive Competition with Brand Ambassadors Kasey Kahne and Rickie Fowler

Farmers Best in Class Athletes Pair Up To Teach One Another About Track Speed, Golf Swings and the Drive to Win

CHARLOTTE, N.C., April 29, 2013 /PRNewswire/ -- Farmers Insurance, one of the leading and largest multi-line insurance companies in the U.S., challenged PGA TOUR golfer Rickie Fowler and professional NASCAR driver Kasey Kahne from the Hendrick Motorsports team to teach each other how to drive both on the track and on the green. Fowler and Kahne, like Farmers customers who rely on their agents, know when they need to turn to experts for valued advice. Each of them has chosen to partner with Farmers Insurance because of the company's strong belief in helping consumers, just like them, be more prepared, informed and smart about the decisions they make to plan for the road ahead.

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

Fowler and Kahne reflect the values and perspective of a Farmers customer. Just like Farmers customers who are busy and energetic professionals, the two champions understand the importance of having a highly-trained and experienced team of professionals to help them make smart decisions. As part of their smart thinking, both athletes develop a winning strategy prior to each tournament or race—taking into account variables like track speed, swing speed, weather conditions, and proper attire.

"The Farmers partnership with these proven winners underscores our commitment to educating consumers on making smart insurance decisions. It is an exciting opportunity for Farmers to work with partners like Rickie and Kasey, who are leaders in their respective fields and who represent the future of their sports," said Farmers Insurance Head of Sponsorships, Events and Corporate Giving Chuck Browning. "We look forward to watching Rickie and Kasey put their plans into action today."

The Drive & Drive experience began with Kahne giving Fowler a tour of his garage at the Mooresville Motorplex near Charlotte, N.C. to get him in a racing mindset. They discussed and shared planning advice, as well as raced go-karts on the track in the spirit of friendly competition. During the Drive & Drive event, they also participated in a chipping challenge incorporating strategically placed tires, in lieu of golf course green cups.

"As a member of the Farmers Insurance team, I am proud of the company's commitment to educating consumers on the importance of smart insurance planning. During the Farmers Insurance Open, I had the opportunity to partner in community and youth events with Farmers—something that is very important to me," said Rickie Fowler, PGA TOUR golfer. "Working closely with Kasey to improve his swing has been a pleasure. It is refreshing to work with an athlete who shares similar values."

Kasey Kahne, NASCAR driver said, "I had a great time hanging out with Rickie today." He added, "He is a really cool guy so thanks to Farmers Insurance for putting the event together. It's important having the support from Farmers because they understand the importance of having a solid team to help me succeed. I was able to learn a thing or two to help my golf game, and I had a great time getting to race with Rickie this afternoon."

Farmers is among the leading and largest personal lines insurance companies in the U.S. The company has a national network of sales agents; and its employees occupy offices in communities such as Wilmington, Delaware, Davie, Florida, Austin, Texas, Grand Rapids, Michigan, Oklahoma City and suburban Kansas City, Portland, Cleveland and Los Angeles. The company's award-winning corporate training and education center, the University of Farmers, is located in the Southern California city of Agoura Hills with a satellite campus in Grand Rapids, Michigan.

Farmers Insurance Group of Companies is a leading U.S. insurer group of automobiles, homes and small businesses 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.

The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders. Farmers Group, Inc., along with its subsidiaries, manages the non-claims insurance operations of the Farmers Exchanges. Farmers Group, Inc. is wholly owned by the Zurich Insurance Group. For more information about Farmers, visit its Web site at www.farmers.com or at [www.Facebook.com/FarmersInsurance](https://www.facebook.com/FarmersInsurance).

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