

**Farmers Insurance Launches New, Consumer-friendly Portal, Farmers Inner Circle, Offering Consumer Tips And Valued Savings
One of the First Benefits is the Farmers Car Buying Service with a Buyers Bonus Offering Savings and More on Car Purchases through Partnership with TrueCar**

LOS ANGELES, May 19, 2014 /PRNewswire/ -- Farmers Insurance, in an effort to provide consumers with unique, easy-to-use and helpful lifestyle tips and valued savings, launched the Farmers Inner Circle consumer web portal today, accessible through its farmers.com web site at www.farmers.com/inner-circle.

"Our partnership with TrueCar, and the enhanced benefits provided through our innovative Farmers Car Buying Service, exemplifies our commitment to helping consumers make smarter, better informed decisions," said Mike Linton, Chief Marketing Officer for Farmers Insurance. "In conjunction with the launch of our Farmers Inner Circle consumer portal, we are delivering content that we believe our customers will find valuable."

The Inner Circle web portal contains four main categories: Auto Smarts; Home Tool Kit; Life Preparedness; and Exclusive Farmers Perks. Each of the first three categories features a variety of tips and user-friendly resources focused on auto safety, homeownership, and planning for life events via articles, slide shows, infographics, social media posts and videos. The tips are based on real-life scenarios, and the content is developed exclusively by or for Farmers.

Sample Auto Smarts Include:

- Window-Shopping Car Thieves are Powerless to Stop Home Insurance!
- 7 Smart Ways to Distract Yourself from Distracted Driving
- 10 Smart Steps for a Roadside Emergency
- Avoid Potholes and Avoid Pothole Stress!

Sample Home Tool Kit Tips include:

- Know How to Quickly Put Out a House Fire
- Defusing a Washing Machine Water Damage Time Bomb
- 5 Smart Ways You Can Prevent Home Burglaries
- 5 Smart tips for Preventing Water Damage

Sample Life Event Tips include:

- 5 Smart Tips for Parents of Teen Drivers
- Insurance Documents to Update After Getting Married
- Baby-proofing Your Home in the Modern World
- Going Paperless and Help Prevent Identity Theft

The fourth category provides consumers with access to value added programs, starting with the launch of the Farmers Car Buying Service powered by TrueCar, which offers consumers an easier, faster and more economical way to purchase a new or used vehicle through a partnership between Farmers and TrueCar, a technology company that brings transparency to the car buying experience. Car buyers purchasing a new vehicle through the Farmers Car Buying Service will also qualify for a special Buyers Bonus which provides consumers with more than \$2,000 in additional benefits, including limited Auto Repair Expense Reimbursement and Automobile Deductible Reimbursement coverages.

"At Farmers, we are constantly looking for new products and programs to help our customers make better-informed decisions that improve their lives," said Mariel Devesa, Leader of Product Innovation for Farmers

Insurance. "By partnering with a trusted service in TrueCar, the Farmers Car Buying Service and the additional Buyers Bonus benefits provide customers with an opportunity to save money and time during their next car buying experience, while receiving exclusive additional perks."

For more information about the Farmers Inner Circle and the Farmers Car Buying Service, visit www.Farmers.com today.

About Farmers

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 approximately 22,000 employees.

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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