

Farmers Insurance Sends a SignalSM to Curb Distracted Driving

National insurer's new usage-based insurance application takes a gamified approach to help promote safer driving in Arizona

PHOENIX, March 15, 2017 /PRNewswire/ -- Farmers Insurance[®], one of the nation's leading multiline insurer groups, today announced the launch of SignalSM, an innovative app which monitors distracted driving by providing ongoing feedback and analysis of driving habits, allowing the user to see when and where they get distracted. Equipped with knowledge of their driving patterns, Farmers[®] customers who take advantage of this new technology will be able to take steps to help protect themselves by becoming less distracted.

Currently available to new and existing Farmers Smart Plan Auto customers in Arizona, Signal gives drivers access to a variety of helpful features. Trip tracking, for example, provides personalized maps to help drivers understand where they're driving, mileage, and total travel time, as well as event triggers, such as harsh braking, excessive speeding, and distracted driving. Household view allows policyholders to monitor and view distraction details for everyone participating on their insurance plan, compete against each other to help improve driving behavior, and work toward reducing distractions.

"As one of the nation's largest insurer groups, we know how consequential distracted driving can be and are increasingly exploring new innovations and technologies that can add value for our customers and help curb this dangerous trend," said Mariel Devesa, head of product innovation for Farmers Insurance. "By equipping drivers with knowledge of their driving habits, we empower them so they can make smarter choices about their behavior behind the wheel."

Once customers enroll in Signal by Farmers[®] and complete 10 trips, they will receive a 3 percent discount on their auto policy. At renewal, that discount will adjust based on multiple factors such as the 'driving score' of the participants and the rate of household participation in the program. To learn more about enrolling in Signal, visit www.farmers.com/signal.

About Farmers Insurance

"Farmers Insurance[®]" and "Farmers[®]" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies, across all 50 states, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2016 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or Facebook.com/FarmersInsurance.

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