

## Farmers Insurance® Launches New Roadside Assistance Convenience **Industry leader delivers on-demand towing technology**

WOODLAND HILLS, Calif., June 6, 2017 /PRNewswire/ -- Farmers Insurance® today announced the implementation of a new cutting-edge roadside assistance experience for its customers. Designed to alleviate some of the frustrations associated with waiting for roadside assistance to arrive, the tool uses advanced technology to locate customers quickly and efficiently; identifies and dispatches the closest service vehicle instantly; and provides real-time notifications, updates, and a live progress map customers can follow conveniently from their smartphones.

"Farmers® is constantly seeking new and innovative ways to meet the rapidly changing needs of today's increasingly connected consumers," said Keith Daly, chief claims officer for Farmers Insurance. "Our new roadside assistance tool puts knowledge right in the palm of a customer's hands. By leveraging technology, we are able to deliver an even better experience when our customers need us most."

The introduction of the new smart roadside assistance solution underscores Farmers® continued, industry-leading commitment to enhancing the service experience for its customers. Just last year, the insurer group introduced a new, first notice of loss reporting tool, accessible online and via portable devices, to provide customers and agents with a single platform to more easily capture new loss information and advance the claims process.

In 2017, Farmers began piloting the use of drones for property claims assessments, and introduced Signal<sup>SM</sup>, an innovative smartphone app which monitors distracted driving and allows users to see where and when they get distracted.

Already available to personal lines customers in Arizona, California, Idaho, Illinois, Indiana, Iowa, Kansas, Oregon, Nevada, Washington, and Wisconsin, the towing and roadside assistance system has demonstrated excellent results by providing a faster and more satisfactory service for Farmers customers. Rollout to additional states is planned to take place throughout the year.

### **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 nationally, 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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