

**Foremost® Insurance Rebrands Foremost Auto Insurance to Bristol West®
Rebranding of Foremost Auto to Bristol West Auto designed to provide an improved customer experience by better-aligning claims handling and customer service operations**

CALEDONIA, Mich., Aug. 30, 2018 /PRNewswire/ -- Today Foremost Insurance Group, a leading insurer of specialty products and a member of the Farmers Insurance Group of Companies®, announced that going forward, the Foremost automobile insurance book of business will be branded Bristol West®. This rebranding will be phased in over the next several months and completed by the end of the year. While the brand consumers will engage with is changing, the underwriting company (which in many states is already Bristol West®) will remain the same.

"We believe the brand change will allow for better alignment of our customer service and claims handling operations, which will ultimately enhance the customer experience for Foremost and Bristol West policyholders," said Eric Kappler, president of Bristol West. "We look forward to continuing to provide drivers the high-level of customer service they have enjoyed under the Foremost brand, while offering a competitive auto product to new customers."

Policies will continue to be offered by Independent Agencies throughout the country. Foremost is communicating transition information with customers and will continue to alert appropriate insureds and independent agents as the rebrand takes shape in relevant states.

Customers with questions about their policies should contact their agent for more information.

About Foremost Insurance

A member of the Farmers Insurance Group of Companies®, Foremost Insurance Group ("Foremost") has been a leader in personal lines insurance since 1952. Foremost is headquartered in Caledonia, Michigan.

About Bristol West Insurance

A member of the Farmers Insurance Group of Companies® established in 1973, Bristol West® Insurance Group ("Bristol West") is a leading provider of liability and physical damage insurance focusing exclusively on private passenger automobiles across the United States.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are trade names 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 2018 Fortune 500 list.

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

Contact:

Foremost®/Farmers Insurance®

Media Relations

818-965-0007

mediarelations@farmersinsurance.com

SOURCE Farmers Insurance

Additional assets available online: [Photos \(1\)](#)

<https://newsroom.farmers.com/2018-08-30-Foremost-R-Insurance-Rebrands-Foremost-Auto-Insurance-to-Bristol-West-R>