

Toggle(SM) Launch Marks Arrival of a Reimagined Insurance Brand Built for Digitally-Powered Consumers

New millennial-focused brand, backed by Farmers®, delivers gamified approach for customizable renters insurance, starting at \$5 a month, with unique add-ons like credit-building and side hustle coverage

WOODLAND HILLS, Calif., Nov. 12, 2018 [/PRNewswire/](#) -- A new millennial-centric brand has launched to revolutionize the insurance industry with customizable coverages and unique offerings that go beyond the scope of traditional insurance. ToggleSM, backed by Farmers Insurance[®], is reimagining insurance by giving consumers a simple, affordable and customizable product, with coverages built to address the needs of today's consumers.

More than just delivering a slick new user interface, the insurance ninjas at Toggle have built a new platform, from the ground up, designed to deliver a one-of-a-kind insurance experience. From using gamification to allow consumers to adjust their coverage options, to tossing out the industry standard renters insurance policy and crafting a completely new one from scratch (which, incidentally, is one-third the length, much easier to understand and still includes coverage like flood and earthquake typically excluded in other renters policies), Toggle is intent on changing the way insurance is offered and delivered.

"We recognize today's consumers want more from their insurance beyond just coverage – they want options that empower their unique lifestyles," said Stephanie Lloyd, head of ToggleSM. "Rather than build a 'one-size-fits-all' solution, we are looking to fundamentally change the insurance ecosystem with Toggle, as we focus on flexibility and customization, without sacrificing the simplicity and ease-of-use consumers demand today."

Digitally-active consumers present new expectations for the insurance industry, providing insurers the opportunity to serve up specific solutions for the unique needs of today's consumers. Toggle discovered that almost 60 percent of renters do not have renters insurance. Acknowledging existing gaps and anticipating future needs, the insurance prodigies at Toggle created agile solutions for today's renters, while re-imagining the insurance space.

With Toggle, renters can choose an insurance subscription that is right for them by toggling different elements of coverage up, down, on or off, with optional add-on features designed to simplify and help them solve for their needs. These add-ons include a compelling tech package with broader coverage than some brand specific standalone warranties, starting at just \$9 a month; a feature called Credit LiftSM, which will help members who make on-time rent payments boost their credit score; and Side HustleSM, which is designed to provide coverage for customers who supplement their primary income with a side business. With many other exclusive features, the variety and flexibility of the packages provide renters more options to adjust their coverage as their lives change.

The foundation of the service is three subscription levels – basic, standard and premium – starting as low as \$5 per month. While the policy is based on an annual coverage period, members have the opportunity to make changes or cancel at any time. All subscriptions carry a minimum of \$100,000 in liability coverage, at least \$1,000 in blanket contents coverage, and offer the ability to increase coverage as needed to cover additional belongings.

In addition to choosing the subscription that is the best fit for one's life, Toggle offers a diverse range of available coverages and features designed to accompany members through their life's journey, including:

- **Credit LiftSM, powered by RentTrack[®]**, which reports members' rent payments to all three major credit card bureaus and can help build their credit score. On average, users see their credit scores increase by 29 points after 2 months.
- **Always On Portability** means members' belongings are covered at home, while they're traveling or moving and anywhere in between.
- **Pet ParentSM** offers members protection for injuries caused by their pet to another person, covers boarding costs if a covered loss or damage makes their residence unfit to live in, and covers damage to their residence caused by their pet.
- **Side HustleSM** covers the things members use to make extra money on the side, like the camera for a food blogger, or the laptop and sound equipment for a DJ. It even covers personal injury for online social influencers and lost wages.
- **Identity Protector** covers subscribers with instant identity alerts, allowing the customer to log in and see changes, as well as keep track of alerts in order to take action in real time, if needed.

While Toggle is a new brand, it is backed by the financial strength, insights and experience of Farmers Insurance®, giving it a foundation of 90 years of industry-leading product development and first-rate customer service.

Toggle initially launched on October 1st and is available in Illinois and Wisconsin.

"The insurance marketplace is changing and our team of inspired disruptors – our Toggle brainiacs – also happen to be experienced insurance professionals, so when we are developing new products and services, we're able to start much higher on the development curve," said Lloyd. "We're excited about the future and we're excited about our role in bringing inspired and innovative leadership to our industry."

For more information, or to subscribe to ToggleSM visit <https://www.gettoggle.com>.

About ToggleSM

Toggle is a millennially focused brand, providing digital renters insurance designed to fit the needs of this growing segment in the renters insurance marketplace. By offering a fully digital insurance subscription service, Toggle re-imagines the insurance buying journey to provide members with simple, affordable and highly customizable solutions to fit their lifestyles. Toggle is backed by the 90-year-old insurer Farmers Insurance®. For more information visit <https://www.gettoggle.com>.

Toggle is a brand name of Farmers®. Insurance is underwritten by 21st Century Assurance Company, a member of the Farmers Insurance Group of Companies®. Coverage is currently only available in Illinois and Wisconsin. Policy issuance is subject to underwriting review and approval. Whether a specific loss is covered depends on the coverage purchased and the specific facts, policy exclusions and conditions, and the limits of insurance purchased.

Contacts: Toggle Media Relations
818-965-0007
mediarelations@gettoggle.com

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