

## Farmers Insurance® Launches Fully-Digital Experience as Nationally Recognized Insurer Debuts New Auto Insurance Product in South Carolina

**Consumers can get an auto policy quote in under a minute today through [Farmersdirect.com](https://farmersdirect.com)**

WOODLAND HILLS, Calif., Feb. 18, 2020 /[PRNewswire](#)/ -- Farmers Insurance®, one of the nation's leading multiline insurer groups, today launched its first auto insurance product in South Carolina, delivered exclusively through [Farmersdirect.com](https://farmersdirect.com). Consumers throughout the state now have access to a fully-digital and customizable auto insurance policy with the click of a button, while still maintaining the same personalized, customer-first approach that has been the hallmark of Farmers® for 92 years.

"Entering South Carolina with the very first fully-digital and customizable Farmers auto product is an important milestone for us," said Keith Daly, president of personal lines for Farmers Insurance. "It's a unique opportunity for us to bring our 92 years of experience to a new market with a fresh, digital-first approach. This is also another bold step toward our eastern expansion commitment of bringing the Farmers brand to 48 states."

The organization's relentless focus on innovation and deeply rooted commitment to continuously improving the experience for its customers led to the development of [Farmersdirect.com](https://farmersdirect.com) as part of the organization's strategic growth plan. Farmers, which has long held a significant presence in the western and southern parts of the United States, is accelerating its effort to expand the availability of Farmers-branded products up and down the eastern seaboard. South Carolina marks the eighth state where Farmers has expanded access to branded products since 2011, with more than 1 million new policies in force as a result of its eastern expansion in states like Florida, Connecticut, Georgia, Maryland, New Jersey, New York and Pennsylvania.

The new policy options give drivers in South Carolina the ability to manage all aspects of their policies in a convenient, completely digital platform that allows customers to quickly secure auto coverage with policies they can tailor to fit their unique needs. After answering a few basic questions on [Farmersdirect.com](https://farmersdirect.com), customers are provided a quote in under a minute and are led through an easy-to-navigate self-serve dashboard where they can adjust core auto insurance features like coverages, vehicles, drivers and more. Consumers may also add a variety of endorsements, like rideshare coverage. Customers will also see all of their vehicle information with the swipe of a finger or click of a button. Any available discounts will also be automatically applied for eligible customers, prior to checkout. Customers will also have convenient live-chat capabilities through the website and Farmers app to troubleshoot or have queries answered on the spot.


### **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 5 million households with over 15 million individual policies nationally, through the efforts of more than 45,000 exclusive and independent agents and approximately 20,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2019 Fortune 500 list. For more information about Farmers Insurance, visit [Farmers.com](https://farmers.com), Twitter and Instagram, [@WeAreFarmers](https://twitter.com/WeAreFarmers), or [Facebook.com/FarmersInsurance](https://facebook.com/FarmersInsurance).

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