

# Farmers Press Release

---

## IMMEDIATE RELEASE

### FARMERS INSURANCE INTRODUCES FARMERS FLEX<sup>SM</sup> IN VIRGINIA A NEW AUTO PACKAGE WITH EXCELLENT BENEFITS

*Offer Effective JANUARY 1, 2008 to Many Virginia Farmers' Customers  
and New Customers*

**LOS ANGELES, CA**—(December 31, 2007)-Wouldn't it be great if you knew your insurance rates wouldn't go up for three years, even if you had an accident? Farmers Insurance Exchange is introducing Farmers Flex<sup>SM</sup>, a unique package of options that can reward drivers for being accident-free.

"Our research shows that our policyholders want the flexibility of being able to choose the exact auto coverages that will fit their individual or family needs," explained Farmers President of Personal Lines, Kevin Kelso. "We packaged Farmers Flex<sup>SM</sup> coverages into three affordable options that are now available to many of our current and future customers in Virginia."

Mr. Kelso explained the three options:

#### **Plus**

- Waives any accident surcharge for one chargeable accident for renewal offers during a three year term.
- Farmers 24 Hour HelpPoint Claims Service.

#### **Premier**

- Waives any accident surcharge for one chargeable accident for renewal offers during a three year term.
- Locks in your base rates for renewal offers during a two year term (and freezes your actual rates subject only to un-waived chargeable accidents and criteria changes, such as selling your vehicle or moving).
- Gives you a deductible for your Collision coverage that declines right away (on inception of the Package) and then declines again for every 12 months following that you have no chargeable accidents.



**FARMERS**<sup>®</sup>

Gets you back where you belong.<sup>®</sup>

- Farmers 24 Hour HelpPoint Claims Service.

### **Ultimate**

- Waives any accident surcharge for any number of chargeable accidents for renewal offers during a three year term.
- Locks in your base rates for renewal offers during a three year term (and freezes your actual rates subject only to criteria changes, such as selling your vehicle or moving).
- Gives you a deductible for both your Collision and Comprehensive coverages that declines right away (on inception of the Package) and then declines again for every 12 months following that you have no chargeable accidents.
- Farmers 24 Hour HelpPoint Claims Service.

“Farmers also offers a New Car Pledge with Farmers Flex<sup>SM</sup>,” Mr. Kelso continued. “If, during the first 24 months or 24,000 miles of use, your new insured car is declared a total loss from a covered loss, Farmers will pay to replace it with a new one of the same make and model, with no depreciation. If your new car is repairable, we will use only original equipment manufacturer parts for the repairs, when they are available. Farmers agents throughout Virginia are available to explain the new Farmers Flex<sup>SM</sup> program.”

Farmers Group, Inc. is a wholly owned subsidiary of Zurich Financial Services, an insurance-based financial services provider with a global network of subsidiaries and offices in North America and Europe as well as in Asia Pacific, Latin America and other markets. Farmers® is the nation's third-largest Personal Lines Property & Casualty insurance group. Headquartered in Los Angeles and doing business in 41 states, the insurers comprising the Farmers Insurance Group of Companies provide Homeowners, Auto, Business, Life insurance and financial services to more than 10 million households. For more information about Farmers, visit our Web site at [www.farmers.com](http://www.farmers.com).



**FARMERS**

Gets you back where you belong.®