

# Keynote recognizes Progressive as dominant leader in car insurance websites for the 20th time, consistently matching the needs of busy consumers

MAYFIELD VILLAGE, Ohio — February 25, 2013 —Keynote® Competitive Research, the industry analysis group of Keynote Systems, once again recognized Progressive.com as number one among online car insurance websites.

Progressive has sat atop the list for 20 of the last 21 scorecards dating back to 2000, demonstrating consistent excellence in the insurance space. The Keynote Insurance Carrier Scorecard praises the site for offering so many features to the customer in real-time, while providing excellent customer support options that make the insurance shopping experience easy.

"Our goal remains laser-focused — to continually strive to cut through the clutter and make buying and servicing insurance easy, understandable and transparent when you come to Progressive.com," said Progressive's Acquisition Leader, Toby Alfred. "Your online experience should mirror our beloved Superstore ads and offer you the best service possible."

Keynote reviewed websites and interviewed company representatives from well-known insurance companies. Sites were then ranked in order of how well they met industry-specific criteria as well as performed specific functions, such as buying and quoting car insurance.

Areas where Progressive excelled included:

- Name Your Price: Prospects can enter their insurance budget and view the closest-matching coverage page
- Mobile buy: Prospects can bind their auto insurance quote via a smartphone app or mobile-optimized interface; we offer coverage needs assessment tools
- Mobile prefill: Prospects can prefill information into their quote by taking a picture of their driver's license or insurance ID card
- Bundled quoting: Prospects can get home and auto quotes within one flow

## *About Progressive*

The Progressive Group of Insurance Companies (collectively, "Progressive Insurance") makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach us whenever, wherever and however it's most convenient for them — online at progressive.com, by phone at 1-800-PROGRESSIVE, on a mobile device or in-person with a local agent.

Progressive offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles and homes. It's the fourth largest auto insurer in the country, the largest seller of motorcycle insurance and a leader in commercial auto insurance. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>.

Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, the Snapshot Discount®, and a concierge level of claims service.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at NYSE:PGR.

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<https://progressive.mediaroom.com/2013-02-25-Keynote-recognizes-Progressive-as-dominant-leader-in-car-insurance-websites-for-the-20th-time-consistently-matching-the-needs-of-busy-consumers>