

# Progressive® Insurance and National Marine Manufacturers Association Announce 2015 Boat Show Lineup, New Progressive Boat School

## Boater education takes center stage with new exhibition featuring interactive learning opportunities in a boat-like setting

MAYFIELD VILLAGE, Ohio — December 10, 2014 — The Progressive Group of Insurance Companies®, is continuing its longstanding partnership with the National Marine Manufacturers Association (NMMA) to sponsor 20 of the country's premier boat shows. Progressive and NMMA are making boater education a top priority and bringing a completely new and interactive experience to the 2015 schedule.

The Progressive Marina experience includes the Progressive Boat School, developed with the Annapolis School of Seamanship to help consumers learn to boat confidently while having fun. Visitors will have the opportunity to participate in engaging sessions on watersports safety and proper docking procedures, and have the opportunity to earn discounts on boat insurance as a result.

"We've teamed up with NMMA and the Annapolis School of Seamanship to create a new and engaging experience around boating education and safety, to maximize your experience on the water," said Rick Stern, Progressive Boat Product Manager. "We feel so strongly about safety on the water that we're offering a policy discount for visitors, new or current Progressive customers, who complete our onsite course and some supplemental online material."

Progressive Boat School seminars include:

- Gateway to Boating—get an overview of the styles and types of boats and how they fit various boating lifestyles
- Watersports Safety—gain the know-how needed to keep everyone safe on the water while having fun.
- iNavigation—learn how to use the new innovations available to boaters—from traditional compass and paper charts, to onboard electronics and mobile devices.
- Boat Systems—learn how to manage boat systems from stem to stern.
- Docking & Line Handling—learn the ropes with tricks and techniques that can make docking easy.

The Progressive Marina will also include an interactive boat replica with an indoor pool for instructional demos, a boating simulator and a see-through motion sensor digital floor.

In addition to the Progressive Boat School, NMMA shows offer complimentary daily DIY maintenance seminars at Fred's Shed Interactive Learning Center, fishing seminars, the Discover Boating Hands-On Skills Training series and more.

"An educated boater is a safe boater, and our goal as a boat show producer is to arm boaters with the knowledge needed to boat confidently and enjoy a lifetime on the water with family and friends," said Ben Wold, NMMA Vice President. "We're thrilled to further our partnership with Progressive and provide an educational area that will provide a solid foundation for new boaters and allow seasoned captains to polish their skills in a fun, interactive environment."

The upcoming NMMA Progressive boat shows include:

<b>Date</b>	<b>Show</b>	<b>Location</b>
Jan 8-11	Progressive Insurance Nashville Boat & Sportshow	Nashville, TN
Jan 15-18	Progressive Insurance Atlanta Boat Show	Atlanta, GA
Jan 14-18	Progressive Insurance Chicago Boat, RV, & Strictly Sail Show	Chicago, IL
Jan 21-25	Progressive Insurance New York Boat Show	New York, NY
Jan 21-25	Progressive Insurance Louisville Boat, RV, & Sportshow	Louisville, KY
Jan 22-25	Progressive Insurance Kansas City Boat & Sportshow	Kansas City, MO
Jan 22-25	Progressive Insurance Minneapolis Boat Show	Minneapolis, MN
Jan 22-25	Progressive Insurance San Francisco Boat Show	San Francisco, CA
Jan 29-Feb 1	Progressive Insurance Baltimore Boat Show	Baltimore, MD
Feb 4-8	Progressive Insurance Atlantic City Boat Show	Atlantic City, NJ
Feb 12-16	Progressive Insurance Miami International Boat Show	Miami, FL
Feb 12-16	Progressive Insurance - Miami, Strictly Sail	Miami, FL
Feb 14-22	Progressive Insurance New England Boat Show	Boston, MA
Feb 19-22	Progressive Insurance Los Angeles Boat Show	Los Angeles, CA
Mar 4-8	Progressive Insurance St. Louis Boat & Sportshow	St. Louis, MO
Mar 25-29	Progressive Insurance Northwest Sportshow	Minneapolis, MN
Jun 18-21	<a href="http://www.sandiegointernationalboatshow.com">http://www.sandiegointernationalboatshow.com</a>	San Diego, CA

To find out more about Progressive Boat Insurance, talk to your independent agent,

visit <http://www.progressive.com/boat/> or call 1-800-PROGRESSIVE.

#### *About Progressive*

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

Progressive also offers insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, as well as home insurance through select carriers. 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®, Snapshot®, and Service Centers.

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

#### *About NMMA*

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit [NMMA.org](http://NMMA.org).

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