

# Progressive® Insurance Sponsoring Premiere Motorcycle Rallies in 2015

## Leading motorcycle insurer rides into five cities this summer and fall to connect with riders across the country

MAYFIELD VILLAGE, Ohio — April 22, 2015 — The Progressive Group of Insurance Companies® a leader in motorcycle insurance for more than 50 years, is announcing a series of motorcycle event title sponsorships kicking off at Leesburg BikeFest April 24th-26th, followed by Ohio Bike Week, Laconia Motorcycle Week, MotoBlot and wrapping up with Bikes, Blues & BBQ at the end of September. Progressive wants riders to know 'we've got you covered,' and that theme starts the minute bike enthusiasts roll into our free Progressive parking lots that are open 24-hours.

"What's new from Progressive at the 2015 motorcycle rallies? Everything," said Scott Hall, Progressive's motorcycle product manager. "From tented Progressive parking lots to keep your motorcycle clean rain or shine, to the Flo-shaped waffles we'll have waiting for you on Saturday mornings, it's rider engagement at another level. In the same way Progressive has customers covered for their auto, home and motorcycle needs, we want to emulate that same full-service experience at the rallies."

Our brand icon Flo will have a presence thanks to Flo's Chop Shop, another new addition to the rally, where you can stop in for a mustache trim, boot shine or manicure. The shows are open to the public and feature live music at the Progressive Stage, new products and services, as well as new model motorcycles, custom bikes, ATVs, cruisers, concept bikes, vintage bikes, and scooters. The 2014 rallies attracted more than one million attendees and Progressive is looking to welcome each of them back. Our valued Progressive customers get a free VIP gift, and don't forget to share rally photos at #ProgressiveMC.

Progressive-sponsored rallies include:

- Leesburg BikeFest

Leesburg, FL  
April 24-26  
Official Insurance Company

- Ohio Bike Week

Sandusky, OH  
May 29-June 7  
Title Sponsor

- Laconia Motorcycle Week

Laconia, NH  
June 13-21  
Title Sponsor

- MotoBlot

Chicago, IL

June 25-28  
Title Sponsor

- Bikes, Blues and BBQ

Fayetteville, AR  
Sept. 23-26  
Official Insurance Company

#### *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 provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes. Home insurance is underwritten by select carriers, including its majority-owned subsidiary, American Strategic Insurance (ASI).

Progressive is the fourth largest auto insurer in the country; a leading seller of motorcycle and commercial auto insurance; and through ASI, one of the top 20 homeowners carriers. 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.

---

<https://progressive.mediaroom.com/2015-04-22-Progressive-R-Insurance-Sponsoring-Premiere-Motorcycle-Rallies-in-2015>