

New Lineup for the 2015-2016 Progressive International Motorcycle Shows

#1 Motorcycle insurer in the U.S. launches Progressive Parlor, featuring custom bikes and live art at annual family-friendly shows across the U.S.

MAYFIELD VILLAGE, Ohio — October 30, 2015 — The Progressive® International Motorcycle Shows® kick off the 2015-2016 show season with new consumer activations starting Saturday, Oct. 31 at the first show in Portland, Ore., and wrapping up Feb. 2016 in Glendale, Ariz.

This year, Progressive is raising the bar for attendees and building on the success of Flo's Chop Shop by introducing the Progressive Parlor and Flo's Chop Shop, where visitors can receive a personal 'tune-up' with a free beard or mustache trim, straight razor line up, boot shine and manicures for the ladies. Also brand new for this year's tour, Progressive has partnered with the Movember Foundation and throughout the month of November, for each shave given in Flo's Chop Shop, Progressivewill donate \$10 to the cause, up to \$40,000. Progressive will also encourage visitors to donate to the Mos & Motos Movember team, matching donations dollar for dollar.

"As the #1 motorcycle insurance company, we understand the passion of the motorcycle community and we're attempting to match that passion with the Progressive Parlor and Flo's Chop Shop and are excited to offer these new and unique experiences," says Scott Hall, motorcycle product manager at Progressive. "We're also excited to partner with Movember and bikers across the country to raise money and awareness for men's health."

In addition to the trims and boot shines, the Progressive Parlor will feature custom built motorcycle displays, art by renowned motorcycle artist Makoto Endo and giveaways. The parlor will also include the Progressive Race America Slot Track where attendees can race against fellow bikers on a track that features attractions from iconic Historic Route 66, and Flo's Coffee Grinder, where people can grab a free cup of coffee and chat in-person with an agent about policy questions.

Additionally, acclaimed musical act Progressive School of Rock returns for a third tour, featuring high-energy, live performances on the Progressive Stage, adding the perfect mix of music and motorcycles to the IMS Shows.

For show and specific event details, visit motorcycleshows.com, and before heading out, be sure to check the ProgressiveInsider's Guide, a one stop shop for restaurants, riding locations and much more, all provided by fellow riders. Stop by to add your story today at theinsidersguide.com.

2015-2016 Progressive International Motorcycle Show Schedule:

- Oct. 31- Nov. 1, 2015, Oregon Convention Center: Portland, OR
- Nov. 7-8, 2015, Cal Expo Center: Sacramento, CA
- Nov. 20-22, 2015, Long Beach Convention Center: Long Beach, CA
- December 11-13, 2015, Jacob Javits Convention Center: New York, NY
- January 8-10, 2016, Miami Beach Convention Center: Miami Beach, FL
- January 22-24, 2016, Kay Bailey Hutchison Convention Center: Dallas, TX
- January 29-31, 2016, I-X Center: Cleveland, OH
- February 5-7, 2016, Minneapolis Convention Center: Minneapolis, MN

- February 12-14, 2016, Donald E. Stephens Convention Center: Chicago, IL
- February 20-21, 2016, University of Phoenix Stadium: Glendale, AZ

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, 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/2015-10-30-New-Lineup-for-the-2015-2016-Progressive-International-Motorcycle-Shows>