

Hey Google – Let Me Talk to Progressive

Progressive is first insurer to assist Google Home Customers

MAYFIELD VILLAGE, Ohio — March 27, 2017 — Progressive (NYSE: PGR) is now offering money-saving auto and home tips to Google Home customers, becoming the first insurer on Google's voice-activated speaker powered by the Google Assistant.

Customers of Google Home assistant simply say: 'Google, let me talk to Progressive' and they can get great answers to a wide range of questions on topics from car buying and insurance, to home buying, moving, curb appeal, and smart home technologies.

"While most people don't think about insurance much, when they do have a question, Progressive wants to make it as easy as possible for them to get help by being available where, when and how they want to interact with us," said Dan Witalec, Customer Acquisition Leader, Progressive.

"When we realized the popularity of voice-activated assistants like Google Home, we wanted to work with Google to be helpful. We've got some nice content to start, but we'll also monitor the types of questions Google Home customers ask us and make adjustments as needed."

If you are interested in what Progressive will provide to Google Home customers but don't have a device, or like to get your information the old-fashioned way, the same helpful content is available on www.progressive.com.

The Progressive team is excited for this opportunity to offer help through this hands-free technology as the first insurer working with Google Home.

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 American Strategic Insurance Corp. and subsidiaries (ASI), our majority owned subsidiaries.

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/2017-03-27-Hey-Google-Let-Me-Talk-to-Progressive>