

AUTO-OWNERS INSURANCE COMPANY
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News Release

Auto-Owners Insurance Receives J.D. Power and Associates Award *Auto Claims Satisfaction Award Bestowed upon Company Four Years in a Row*

Auto-Owners Insurance is proud to be recognized by J.D. Power and Associates as “Highest in Customer Satisfaction with the Auto Insurance Claims Experience” for the fourth year in a row. The company received this recognition in 2008, 2009, 2010 and again for 2011.

Auto-Owners Insurance, which recently has been involved in a safe driving campaign “W82TXT,” was ranked highest based on a study of 11,811 responses, ranking 26 auto insurance providers.

The company attributes its success to the contribution of independent agencies that represent Auto-Owners and assist in the claims process.

“As an insurance company, receiving this recognition is truly an honor and a reflection of the hard work and commitment of all our associates and our loyal independent agents in the claims process,” said Jeff Harrod, chairman & CEO. “To receive this recognition for the fourth year in a row is a positive reinforcement that we have brought peace of mind to those who needed us most. After all, that is what insurance is all about.”

Auto-Owners Insurance has provided the same high standards of service for over 95 years. The company’s tradition of keeping the focus on serving the customer is how it has earned its reputation of the “No Problem”[®] people. Harrod Insurance Agency is a local independent Auto-Owners Insurance agency and is proud to share in this success.

Auto-Owners Insurance, a Fortune 500 company, sells its products solely through over 6,000 independent agencies. Auto-Owners currently holds the status of being ranked the 16th largest insurer in the country. Headquartered in the Greater Lansing Area, Auto-Owners Insurance employs more than 3,800 associates. The company is comprised of five property and casualty companies and a life company, and writes business in 26 states.

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