

Safe Auto Announces Free Roadside Assistance Program

by Market-Wire

Company Is First Minimum Insurance Carrier in the Nation to Provide Free Service to Its Customers

COLUMBUS, OH--(MARKET WIRE)--Aug 20, 2007 -- Safe Auto Insurance Company is now offering auto club-quality roadside assistance to its customers at no additional cost and without increased premiums. The new customer service program, launched this summer, offers assistance 24 hours a day and seven days a week for the most common roadside emergencies including lockouts and jump-starts to flat tires and towing.

"We pioneered the concept of keeping our customers legal for less, and this roadside assistance program is simply an extension of that spirit," said Safe Auto president and chief operating officer Jon Diamond. "If we see a need among our customers, we look for ways to meet it. Roadside assistance is a natural need for the customers we serve, and it's a luxury that we're turning into an automatic benefit."

All Safe Auto customers in Ohio, Georgia and South Carolina began receiving the free service automatically in June. All new customers in these markets also will enjoy the service when they sign up for a new insurance policy. Since the program's initial roll out, more than 8,000 customers have used the service, adding up to more than 140 people every day.

Safe Auto's roadside assistance program provides the following services at no cost: towing, battery jump-start, flat tire change, gasoline and emergency fluid delivery, lockout services and winching. The program also provides for minor roadside repairs with materials at cost to the policyholder and concierge services arranged and charged through the assistance provider, that include alternative transportation, airline reservation changes through a travel agent, rental car arrangements, overnight accommodation arrangements, call transfer to nearby tourist bureaus for area information and ATM location by area.

About Safe Auto

Safe Auto Insurance Company was started in Ohio in 1993. As a provider of minimum insurance coverage and serving an underserved market, the company quickly expanded into Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Arizona, Oklahoma and Texas. Today, the company provides minimum insurance coverage to automobile drivers in 13 states. Safe Auto is a direct-to-consumer auto insurance company that does not rely on a middleman, which ultimately saves its clients money. The company specializes in minimum coverage to meet the law's requirements for automobile insurance coverage in every state in which it operates.

Source: Safe Auto Insurance Company

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