

As Motorcycle Thefts Skyrocket, Progressive and LoJack Make It More Affordable for Bikers to Protect The

by Business-Wire

MAYFIELD VILLAGE, Ohio--(BUSINESS WIRE)--It's now even more affordable for motorcycle riders to protect their bikes. Now, all riders can get a \$50 rebate from LoJack on the purchase of their LoJack for Motorcycles Stolen Vehicle Recovery System. Simply visit Progressive's Web site "www.motorcycle.progressive.com" and download the online rebate form. And, Progressive customers who have LoJack installed on their bikes will also receive a 20 percent discount on their Comprehensive Coverage.

According to the National Insurance Crime Bureau, motorcycle thefts increased nearly 135 percent from 2001 to 2005. More than 70,000 bikes were stolen in 2005 alone—that's one bike stolen every 7.5 minutes. The good news is there's a system proven to help recover stolen bikes—LoJack. Thanks to a highly successful relationship with police, LoJack has helped to recover more than \$8 million in motorcycle assets in the U.S. since early 2005.

Each LoJack system includes a small, silent radio transceiver that is hidden on the bike by a LoJack certified technician. Once a theft is reported to police, LoJack is automatically activated. The system sends out a signal that police vehicles, helicopters and fixed wing aircraft, equipped with Police Tracking Computers, can follow to recover the stolen bike.

"Bikers are passionate and spend a lot of time and money on their rides," said Heather Day of Progressive. "We want to make it easier and more affordable for them to protect their prized possessions."

The rebate is good in all 26 states and the District of Columbia where LoJack operates. Bike owners who redeem it will receive a \$50 rebate on the LoJack for Motorcycles System. The 20 percent Comprehensive discount is now available to Progressive customers in eight of the 26 LoJack states. It is expected to become available in several more of these states by the end of the year.

To get the rebate form, go to www.motorcycle.progressive.com.

For more information on LoJack, please visit www.lojack.com.

About Progressive

The Progressive Group of Insurance Companies, in business since 1937, is the country's third largest auto insurance group and largest seller of motorcycle and personal watercraft policies based on premiums written, and is a market leader in commercial auto insurance.

Progressive is committed to becoming consumers' #1 choice for auto insurance by providing competitive rates and products that meet drivers' needs throughout their lifetimes, superior online and in-person customer service, and best-in-class, 24-hour claims service, including its concierge level of claims service available at service centers located in major metropolitan areas throughout the United States.

Progressive companies offer consumers choices in how to shop for, buy and manage their auto insurance policies. Progressive offers its products, including personal and commercial auto, motorcycle, boat and recreational vehicle insurance, through more than 30,000 independent insurance agencies throughout the U.S. and online and by phone directly from the Company. Private passenger auto products and prices are different when purchased directly from Progressive or through independent agencies. To find an agent or to get a quote, go to www.progressive.com.

The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, are publicly traded at (NYSE:PGR).

About LoJack Corporation

LoJack Corporation, the company that invented the stolen vehicle recovery market more than two decades ago, is the undisputed global leader in recovering valuable mobile assets. The company's time-tested system is optimized for recovering stolen mobile assets through its proven Radio Frequency technology and unique integration with law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover cars, trucks, commercial vehicles, construction equipment and motorcycles. The company's Stolen Vehicle Recovery System delivers a 90 percent success rate for cars and trucks and has helped recover more than \$4 billion in stolen LoJack-equipped assets worldwide. Today, LoJack operates in 26 states and the District of Columbia, and in more than 30 countries throughout North America, South America, Europe,

Africa and Asia. Visit www.lojack.com

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