

News Release

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Caliber Collision Centers

Awarded Farmers Insurance 2011 National MSO of the Year

LEWISVILLE, TX – March 29, 2012 – Farmers Insurance announced late yesterday that Caliber Collision Centers has been awarded the 2011 National Multiple Shop Organization of the Year Award for outstanding operational and customer satisfaction management.

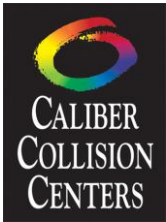
Under the leadership of Steve Grimshaw, President and CEO and Mark Sanders, Chief Operating Officer, Caliber Collision delivered the proactive management and self-discipline required by Farmers to further improve Farmers policy retention and customer value.

“We wish to congratulate Caliber Collision on being named Multiple Shop Organization Group of the Year,” said Odom Wu, national director of auto specialty claims for Farmers Insurance. “Caliber Collision has consistently provided Farmers Insurance’s customers with excellent customer service, and a strong commitment to quality vehicle repairs, thus earning them the distinguished honor of MSO Group of the Year.”

“Thanks to the hard work and commitment of Caliber Collision’s more than 2,500 associates across California, Arizona, Nevada and Texas, we are honored to be awarded Farmers Insurance’s 2011 National MSO of the Year for delivering outstanding operational and customer satisfaction management as we restore Farmers customers to the rhythm of their lives,” said Steve Grimshaw, Caliber Collision President and CEO.

Farmers Insurance and Caliber Collision key performance metrics over the 2011 period included customer satisfaction, file accuracy and cycle time.

Farmers Insurance presented the National MSO of the Year Award to Caliber Collision during a special presentation on March 28, 2012 at the Caliber Collision headquarters in Lewisville, TX.



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About Caliber Collision Centers

Caliber Collision Centers is one of the largest collision repair companies in America with 101 I-CAR Gold Class Professional certified collision repair centers in California, Arizona, Nevada and Texas. Caliber is consistently ranked among the highest customer satisfaction scores in the industry and backs all repair work with a written, lifetime warranty available at any of its 101 repair centers. Caliber Collision is always looking to add new collision repair locations throughout California, Arizona, Nevada and Texas. Interested collision repair center owners can contact Ron Davis, Caliber Collision Chief Development Officer, for more information or visit our website at www.calibercollision.com.

About Farmers Insurance

Farmers Insurance Group of Companies is the country's 3rd largest insurer of personal lines passenger automobile and homeowners insurance; is a leading insurer of U.S. small businesses; and also provides a wide range of other insurance and financial services products. Farmers Insurance is proud to serve more than 10 million households with more than 20 million individual policies across all 50 states through the efforts of over 50,000 exclusive and independent agents and nearly 24,000 employees.

Farmers is a trade name and may refer to Farmers Group, Inc. or the Farmers Exchanges, as the case may be. Farmers Group, Inc., a management and holding company, along with its subsidiaries, is wholly owned by the Zurich Financial Services Group. The Farmers Exchanges are three reciprocal insurers (Farmers Insurance Exchange, Fire Insurance Exchange and Truck Insurance Exchange), including their subsidiaries and affiliates, owned by their policyholders, and managed by Farmers Group, Inc. and its subsidiaries. For more information about Farmers, visit its Web site at www.farmers.com or at www.Facebook.com/FarmersInsurance.

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