



FOR IMMEDIATE RELEASE

INTEGRITY INSURANCE ENHANCES MOBILE APP WITH ROADSIDE ASSISTANCE

APPLETON, WI (Dec. 12, 2018) — Auto insurance customers with Integrity Insurance are now able to request roadside assistance directly through their Integrity Insurance Mobile app. The digital experience includes real-time GPS tracking of the service truck to the customer's location, so they can rest assured that help is on the way — and know when it arrives.

“At Integrity, we work closely with our affiliate Grange Insurance to seek new and innovative ways to provide a digital forward customer experience,” Steve Klingemann, VP, Personal Lines said. Our roadside assistance service is fully digital and designed for the on-demand economy, plus it's fast, safe and reliable for our customers.”

With the new optional Roadside Assistance coverage, Integrity policyholders will receive help with the most frequent types of roadside emergencies, including engine trouble, battery issues, running out of fuel, getting locked out of the vehicle, having a flat tire and needing a tow to the nearest repair facility.

Available at three coverage levels, customers can choose the Roadside Assistance coverage that best meets their needs. For example, higher coverage levels provide towing over greater distances, more advanced locksmith services, lodging expenses, airbag replacement and trip interruption coverage.

Integrity's roadside assistance service is powered by Urgent.ly, a leading global digital roadside assistance platform. Urgent.ly combines powerful platform technology with a proven and reliable service provider network comprised of over 45,000 digitally connected service vehicles.

With safety and quality as a top priority, Urgent.ly conducts extensive background checks of its service provider partners. Customers can see the name and contact information of the service provider and can contact the driver directly.

To use the service, Integrity customers with Roadside Assistance coverage must first download the Integrity Insurance Mobile app, available for both iPhone and Android devices. During a roadside emergency, the customer can use their app to either click to call an Urgent.ly customer service representative or to complete a fully-digital request for roadside assistance via the app.

Urgent.ly's technology gathers information from the customer, such as finding their location, and then coordinates the delivery of the service truck. Once the request is made, customers can watch as the service truck travels to their location, using a real-time, GPS-enabled map on their Integrity Insurance Mobile app. Customers can also call to request roadside assistance using the phone number printed on the back of their ID cards. Customers that prefer to request service over the phone will still be able to track their entire experience in real-time using a mobile web app delivered via text message.

While Integrity customers with Roadside Assistance coverage will have no out-of-pocket cost for eligible covered services, customers without this coverage can still call for roadside assistance and pay with a credit card over the phone, with access to Integrity's negotiated lower rates.

Integrity's new Roadside Assistance coverage replaces its existing Towing & Labor coverage, which helped reimburse policyholders after a covered roadside emergency.

About Integrity Insurance

Integrity Insurance established in 1933 and is based in Appleton, WI. Integrity offers auto, home and business insurance through a network of independent agents throughout IA, MN and WI. With an affiliate partner Grange Insurance based in Columbus, Ohio — the 13-state enterprise has \$2 billion in assets and \$1 billion plus in annual revenue and holds an A.M. Best rating of "A" Excellent. For more information, visit integrityinsurance.com.

###

Media Contact:

Maggie Haddock
Sr. Marketing Specialist
mhaddock@imico.com
920.968.8462