



SafeAuto Enters Into Multi-Year Deal With Wyler Racing

Mooreville, N.C. (Monday, April 13, 2009) - SafeAuto Insurance Company, together with Stacy Compton and the Wyler Racing team, announced today the signing of a multi-year agreement naming SafeAuto Insurance Company as the primary sponsor of the No. 60 Toyota Tundra. The sponsorship agreement will kick off as the NASCAR Camping World Truck Series heads into the 1.5-mile tri-oval of Kansas Speedway for the O'Reilly Auto Parts 250 on Saturday, April 25, 2009.

"With economic times like they are right now, we couldn't be more excited to team up with a partner like SafeAuto Insurance Company," said Compton. "They have built their business around "Keeping You Legal For Less!" which is a great concept in today's economy. SafeAuto is a great company and I think it fits the sport. I have really enjoyed what we have done with them already."

"We are very excited to partner with a quality team like Wyler and a driver like Stacy Compton," said SafeAuto President, Jon Diamond. "NASCAR fans are some of the most passionate sports fans in the world and we can't wait to be part of the entire racing experience. At SafeAuto, we believe in quality and value for our customers, and we feel the NASCAR Camping World Truck Series share these values with us."

"SafeAuto understands marketing," Compton explained. "They understand how to get their product out there. This is just another tool for them to be able to sell their state minimum limit insurance. They've got a great product and they're growing in leaps and bounds. It's a great marriage. It's a great fit. I'm excited about it. With times like they are right now, we feel very fortunate to have a sponsor like SafeAuto in our corner; and it's a multi-year deal. This certainly will make a big difference in helping this team contend for a championship!"

About SafeAuto Insurance Company

SafeAuto offers you quality, low cost, state required minimum limit car insurance at a price that is affordable. SafeAuto Insurance Company started in Ohio in 1993 and because of our unique approach to car insurance, we quickly expanded into other states: Indiana, Kentucky, Georgia, Pennsylvania, South Carolina, Tennessee, Louisiana, Mississippi, Illinois, Arizona, Oklahoma, Texas, and Missouri. So what makes SafeAuto's approach to car insurance so unique? Simply put, we're a direct-to-consumer auto insurance company. While that may sound complicated, it's really not. It means we don't rely on a middleman to sell SafeAuto coverage. Instead, we appeal directly to you, our customer, through television, radio, billboard and print advertising. And that saves you money. But there's more to the story than the savings that come from dealing direct. Well, actually, there's less to the story. At SafeAuto Insurance Company, we specialize in state required minimum coverage. This is good news if you're on a tight budget. Because with SafeAuto, you'll be able to meet the legal requirements for a price that won't break your budget. It's this philosophy that truly sets us apart...something we call... Keeping You Legal For Less!

Never settle for cheap car insurance when you deserve the best from SafeAuto. For a FREE quote, call 1-800-SAFEAUTO or visit www.safeauto.com.