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SAFE AUTO INSURANCE OFFERS TIPS FOR “STREET SAFE TEENS”

Company president participates in television campaign focused on keeping teenage drivers safe

COLUMBUS, Ohio (October 17, 2007) – Safe Auto Insurance Company president, Jon Diamond, knows the dangers teenage drivers face on a daily basis – which is why he is participating in a television campaign aimed at keeping teenage drivers safe. Diamond appeared on WXIX-TV’s feature, Street Safe Teens, an ongoing campaign focused on creating a dialogue between young drivers and their parents.

“When it comes to safety, teenage drivers have more than just inexperience against them,” Diamond said. “The average car a teenager drives is more than ten years old. These are cars that can have more problems with breakdowns and require additional maintenance.”

Safe Auto Insurance Company recently conducted a survey among its customers using the free roadside assistance program unveiled in June 2007. The survey found the top three reasons Ohio drivers requested roadside assistance was for vehicle breakdown, vehicle lockout and flat tires.

“The survey shows that break downs happen, and they happen often,” Diamond continued. “It just goes to show how important it is for all drivers, but especially those who are just learning the ropes to know how to handle these situations, and more importantly, how to avoid them.”

Diamond recommends that teen drivers:

1. Keep up with preventative maintenance. Monitor their car to make sure the oil level is adequate and the tire pressure isn’t low.
2. Keep the number for roadside assistance with them at all times. Program it into a cell phone or keep it in the glove compartment.
3. If they do experience a breakdown: don’t panic. Pull off to the side of the road – as far out of the way of traffic as possible. Put flares around the car for safety. Then, make the first call to a roadside assistance program. If they don’t have roadside assistance, call someone who can come help.

Diamond also stressed the importance of experienced drivers and parents teaching teenage drivers about the basics of what's under the hood of their car and the responsibility of being a good driver.

"It sounds very elementary, but it's the little things like tire pressure and regular oil changes that will keep an older car running and keep younger drivers from being stranded on the side of the road," Diamond said.

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.

For more information visit <http://www.safeauto.com>.

For more information on Street Safe Teens, visit <http://www.streetsafeteens.com>.

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