



## Erie Insurance Earns Top J.D. Power Customer Satisfaction Award

**(Erie, Pa.) July 10, 2008** — Erie Insurance has earned [J.D. Power and Associates'](#) award for "Highest in Customer Satisfaction with the Auto Insurance Purchase Experience." This award recognizes the top score in [J.D. Power's 2008 Insurance New Buyer Study](#), which assesses customers' experience in purchasing a new auto insurance policy.

The J.D. Power study examines the purchase behaviors and overall satisfaction of buyers who shop for a new auto insurance company. Three key factors are measured to determine overall satisfaction. In order of importance, they are: distribution channel (50 percent), price (29 percent) and policy offerings (21 percent). Erie Insurance achieved the highest ranking with strong performance across all factors.

"This award reflects the commitment of Erie Insurance employees and agents to being above all in service," said John J. Brinling, Jr., president and CEO. "That commitment is deeply rooted in our 83-year history and our culture."

The Insurance New Buyer Study is in its second year. J.D. Power first conducted the study in 2007, but no award was presented. J.D. Power typically conducts its studies first without an award and uses the initial findings to establish a benchmark for future studies and awards.

"We are thrilled to receive this prestigious recognition," added Brinling. "It reflects our efforts to make an exceptional first impression and continue to delight our policyholders and exceed their expectations in every experience they have with Erie Insurance. That's good business and it's why our policyholders stay with us."

For more on the [Insurance New Buyer Study](#) and Erie Insurance's award, see the [J.D. Power and Associates'](#) Web site.

*About Erie Insurance: According to A.M. Best Company, Erie Insurance Group, based in Erie, Pennsylvania, is the 16th largest automobile insurer in the United States based on direct premiums written and the 21st largest property/casualty insurer in the United States based on total lines net premium written. The Group, rated A+ (Superior) by A.M. Best Company, has over 3.9 million policies in force and operates in 11 states and the District of Columbia. Erie Insurance Group ranked 488 on the FORTUNE 500. To learn more, visit [www.erieinsurance.com](http://www.erieinsurance.com).*

*About J.D. Power and Associates: Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.*

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