

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

MAPFRE Insurance Introduces DriveAdvisor Program in Oregon
Telematics program monitors and improves driving behavior

WEBSTER, MA (August 5, 2013) - As part of its ongoing commitment to improve driver safety, MAPFRE Insurance today announced its DriveAdvisor Program now available in the state of Oregon. DriveAdvisor is a voluntary program that provides an auto insurance discount for customers who elect to use telematics technology to monitor their driving behavior. The discount is available to eligible new business customers who participate in the program by installing a telematics device in their car.

The DriveAdvisor device stores and transmits data on how a vehicle is operated, including such information as acceleration, braking, vehicle speed, and number of miles driven. Customers using the device receive confidential feedback online about their driving behavior. A personalized report shows drivers their performance and progress over time and offers ways to improve safe driving.

“MAPFRE Insurance is pleased to offer telematics technology to our customers,” said Jaime Tamayo, President and CEO of MAPFRE Insurance. “Our goal is to improve driver behavior and roadway safety by providing our customers with meaningful driving performance feedback through the DriveAdvisor Program.”

Participation in the program is voluntary and customers may opt-out at any time. It is available at this time to Oregon and Rhode Island drivers only. Customers interested in obtaining more information about the telematics program should contact their local independent agent.

About MAPFRE Insurance

MAPFRE Insurance is a brand and service mark of MAPFRE U.S.A. Corp. and its affiliates including Commerce West Insurance Company and American Commerce Insurance Company. MAPFRE U.S.A. is the 19th largest provider of personal automobile insurance in the United States and its subsidiary, The Commerce Insurance Company, is the largest auto and homeowners insurer in Massachusetts.

About MAPFRE U.S.A.

MAPFRE U.S.A. is part of the MAPFRE Group, an international insurer with business in 46 countries on five continents. The MAPFRE Group is the leading insurer in Spain and in the Non-Life market in Latin America. The MAPFRE Group is the sixth largest Non-Life insurer in Europe and has nearly 35,000 employees and over 23 million customers worldwide. In 2012, its net profits were \$877 million with revenue of over \$33 billion. MAPFRE is listed on the Madrid and Barcelona stock markets.

For more information, visit www.mapfreinsurance.com.