

## NEWS RELEASE

# MASSACHUSETTS-BASED MAPFRE | COMMERCE INSURANCE ANNOUNCES BRAND NAME CHANGE TO MAPFRE INSURANCE

*State's insurance leader evolves from Commerce name  
to drive future MAPFRE growth and brand awareness*

WEBSTER, MA (May 13, 2015) – MAPFRE | Commerce Insurance, the leader of auto and home insurance in Massachusetts, today announced it has rebranded to MAPFRE Insurance, which positions the MAPFRE brand for future growth and increased awareness. (*Note to media: MAPFRE is pronounced "MAH-fray"*)

MAPFRE S.A. acquired The Commerce Group, Inc. in 2008. Since that time, the MAPFRE name has slowly been introduced and has gained a presence with employees, agents and customers in the 19 states the company serves. Now, the company is focused on creating a unified brand, including in its home state of Massachusetts.

"Our commitment to being there for our customers when they need us most is and always will be our top priority," said Jaime Tamayo, President and CEO of MAPFRE North America. "We're in the business of taking care of people. With that mindset, MAPFRE has built and maintained millions of long-term relationships across our home state of Massachusetts, the US and around the world."

While MAPFRE Insurance is the brand name, the names of MAPFRE's underwriting companies such as The Commerce Insurance Company and Citation Insurance Company will not be changed at this time. Customers and agents will therefore continue to see these names on policy documentation.

MAPFRE Insurance has more than 800 independent insurance agents in Massachusetts who will play a key role in helping to carry out this brand name change with customers throughout the state. The more noticeable icons with the MAPFRE Insurance name in Massachusetts include the vehicles and highway signs associated with the MAPFRE Insurance Highway Assistance Program, Fenway Park's Green Monster billboard and the MAPFRE Copter on WBZ's traffic reports.

### **ABOUT MAPFRE INSURANCE**

MAPFRE Insurance, rated "A" (Excellent) by A.M. Best Company, actively writes property and casualty insurance in 19 states across the United States through a network of more than 4,200 independent agents and brokers. MAPFRE Insurance is the 19th largest provider of personal automobile insurance and the 20th largest personal lines insurer in the United States. MAPFRE Insurance is also the largest private passenger automobile insurer, homeowners' insurer and commercial automobile insurer in Massachusetts. MAPFRE Insurance provides a full range of insurance products, including coverage for automobiles, homes, motorcycles, watercraft and businesses, as well as term life insurance. MAPFRE Insurance is part of the MAPFRE Group. MAPFRE is a global insurance group present in 49 countries across five continents. It is the leader in Spanish market, the largest multinational insurer in Latin America and among the top 10 European insurance companies by premium volume. MAPFRE employs more than 37,000 people and has over 27 million customers worldwide. In 2014, the MAPFRE Group had net earnings of \$1.1 billion with revenues of approximately \$35 billion. [www.mapfreinsurance.com](http://www.mapfreinsurance.com)

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[Further information including press releases, videos and photographs are available at:  
http://desafiomapfre.com/en/](http://desafiomapfre.com/en/)

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