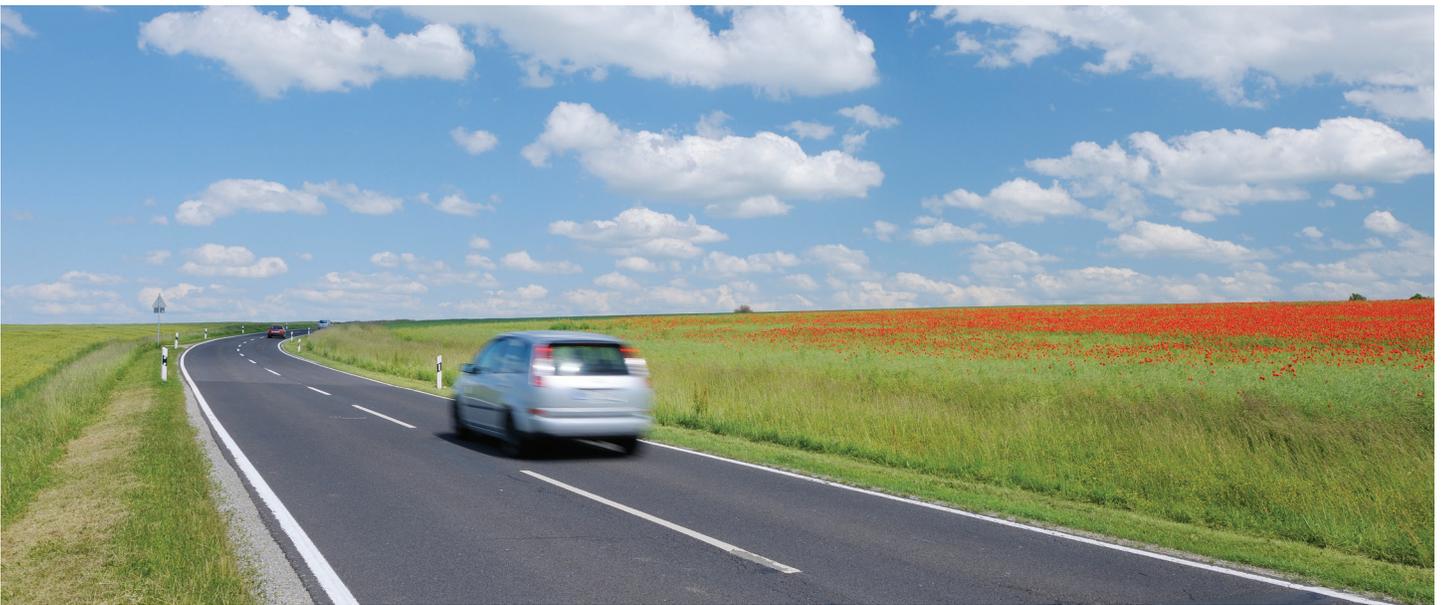


GOOD DRIVERS ...



Get the Savings You Deserve on Auto Insurance with the TrueLaneSM Program from The Hartford



You could earn a Discount of up to 25%* – over and above other savings – when you demonstrate your safe driving habits through TrueLane.

If you're a safe driver, it simply makes sense ... you deserve to pay less for your auto insurance. Now with the TrueLane program from The Hartford, you have an opportunity to lower the cost of your auto insurance with a discount specifically designed to reward you for your safe driving habits.

How Does TrueLane Work?

When you choose to participate in TrueLane, you agree to plug in a small monitoring device in your participating vehicle(s). You'll earn a discount of up to 10%** , just for enrolling in the program and plugging in the TrueLane device.

Then you continue to drive as you normally would, demonstrating your safe driving habits. Your discount could increase to as much as 25% when your policy next renews.

continued



Starting Your TrueLane Savings from The Hartford is as Easy as 1-2-3 ...

Just let us know you're interested in participating in TrueLane, and we'll start you on your way to savings in three easy steps:

- 1. Enroll:** Our agency can enroll you in TrueLane when we quote and issue your auto insurance policy from The Hartford. Once your policy is issued, you'll receive an e-mail with more information on the program and a request to confirm your participation.
- 2. Plug in:** After you confirm your participation, you'll receive a small device that you plug in under your dashboard. It's quick and easy to do! And, once you plug it in, you'll receive a discount of up to 10%**.
- 3. Drive:** Maintain your usual good driving habits. The TrueLane device records your driving data, which you can check online through a personal, web-based TrueLane account. Continue your safe driving, and you could increase your discount to as much as 25% when your auto policy from The Hartford next renews.

Additional Information about the TrueLane Program

Is the TrueLane program a good fit for you? Here are a few additional facts to help you decide:

- **A Focus on Savings.** The TrueLane program is designed to help good drivers pay less for their auto insurance. Your policy cannot be canceled – and your rates will not go up – as a result of your participation in TrueLane.
- **Your Choice.** The TrueLane program is completely optional. You can purchase auto insurance from The Hartford through our agency without participation in TrueLane. Also, after you enroll, you can cancel your participation and return the device at any time. Your auto insurance from The Hartford will remain in effect.
- **Need More Info?** Visit The Hartford's TrueLane web site, which includes more information about the program and provides answers to Frequently Asked Questions.

www.hartfordauto.com/ATL

Find Out How Much Your Safe Driving is Really Worth ... Earn TrueLane Savings of up to 25%

Ask us for an auto insurance quote from The Hartford and more information about the TrueLane program. It's time to start getting the savings you deserve!

* *Discount is off select coverages for participating vehicles only.*

** *Participation discount percentage is subject to state availability.*