

SELECTIVE LAUNCHES RECALL ALERT SYSTEM TO HELP CUSTOMERS CLOSE GAP BETWEEN RECALL AND REPAIR

BRANCHVILLE, N.J., May 20, 2019 /PRNewswire/ -- Selective Insurance Company of America (Selective), the lead insurance company of Selective Insurance Group, Inc. (NASDAQ: SIGI), is working with its "ivy league" independent insurance agency partners to ensure customers are readily aware of potentially dangerous recalls affecting their vehicles and personal safety through proactive notifications utilizing the company's new Recall Alert System.

"Two key tenets of insurance for customers are: (1) putting their lives back together after a tragic event; and (2) making communities safer through the numerous programs that Selective and its agents maintain. Through our Recall Alert System, we can swiftly and proactively communicate relevant messages with our customers to help them avoid potentially devastating results from safety hazards they have not yet addressed," commented Selective's Chairman and Chief Executive Officer, Gregory Murphy.

Selective emails alerts, in partnership with each customer's agent, to commercial or personal auto customers whose vehicle make, model and model year match a recall issued by the National Highway Traffic Safety Administration (NHTSA). Each alert includes a link to the NHTSA website so customers can see any open recalls that specifically affect their vehicle(s). [Selective also maintains a product and vehicle recall website page](#) that features resources like a "NHTSA VIN Lookup" to check for open recalls.

According to newly released data from the NHTSA, vehicle recalls increased over the last year, with the 1,035 recalls reported in 2018 affecting more than 35 million vehicles. Experts at the Consumer Federation of America estimate there are currently more than 70 million vehicles on U.S. roads in need of safety recall repairs. Selective's system helps reach all current owners of insured vehicles with open recalls, bridging the gap from manufacturers who frequently do not have accurate contact information after a vehicle is sold privately. As part of its safety management services, Selective's new Recall Alert System can easily identify and alert current owners of recalled vehicles within a week that the recall is added to the NHTSA system.

Vehicle Recall Alerts is just one example of Selective's commitment to delivering a superior customer service experience and value-added services. In addition to proactive communications to help customers manage risks and help keep their business, property and possessions safe, Selective recently launched Selective® Drive for policyholders with commercial auto vehicles. Designed to help perpetuate safe driving behaviors, Selective® Drive is an easily installed safety sensor that can monitor driving speed, location, idle time and harsh driving events involving acceleration, turning and stopping. Most importantly, Selective® Drive detects distracted driving and identifies phone calls and other phone usage while the vehicle is in motion. For more information about Selective® Drive and how it helps keep drivers and communities safe, please visit <https://drive.selective.com/>.

About Selective Insurance Group, Inc.

Selective Insurance Group, Inc. is a holding company for 10 property and casualty insurance companies rated "A" (Excellent) by A.M. Best. Through independent agents, the insurance companies offer standard and specialty insurance for commercial and personal risks, and flood insurance underwritten by the National Flood Insurance Program. Selective maintains a website at www.Selective.com.

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