

SELECTIVE TAKES STANCE TO END DISTRACTED DRIVING DURING DISTRACTED DRIVING AWARENESS MONTH IN APRIL

BRANCHVILLE, N.J., April 16, 2019 /PRNewswire/ -- Selective Insurance Company of America, the lead insurance company of Selective Insurance Group, Inc. (NASDAQ: SIGI), is working with its network of "ivy league" agents to call attention to distracted driving behaviors during Distracted Driving Awareness Month in April. This includes a Distracted Driving Pledge that encourages customers, insurance agents and employees to spread the word about safe driving behaviors, and donations to support the work of EndDD (End Distracted Driving) on behalf of every customer who signs up for Selective® Drive, a safe driving sensor, through their independent insurance agent in the month of April. Selective® Drive – an innovative fleet and safety management tool available to Selective's customers with commercial vehicle accounts – is designed to perpetuate safe driving behaviors.

"The safety of our customers and their families is of paramount importance to Selective and our independent insurance agency partners. It's vital that we sound the alarm about the dangers of distracted driving so we can keep our roads safe," said John J. Marchioni, Selective's President and Chief Operating Officer.

The statistics on distracted driving are alarming. The National Highway Traffic Safety Administration estimates that every day in the U.S. approximately 9 people die and 1,000 are injured in crashes that involve a distracted driver. Distracted driving behaviors – from texting and daydreaming to eating or navigating a car's infotainment system – can put the driver, passengers and everyone else on the road in harm's way.

A Pledge to End Distracted Driving

To end distracted driving, it's critical that drivers first understand the behaviors that draw their focus from the road. Selective's Distracted Driving Pledge features actionable behaviors for safe driving and encourages drivers to share them with friends and family. All drivers, including individuals and business owners, are invited to support and share the Pledge, which is available at [Selective.com](https://www.selective.com). Additional distracted driving resources, including safety tips, are also available at [Selective.com](https://www.selective.com).

Selective Contributes to Distracted Driving Awareness Efforts

To help advance ongoing efforts to promote driver safety, Selective's philanthropic arm, the Selective Insurance Group Foundation, recently presented a \$20,000 donation to support the work of [EndDD](https://www.enddd.org). The donation will support EndDD's mission to save lives as the organization develops educational content for schools and businesses and deploys speakers to reach more than 70,000 students per year to help spread the word about the dangers of distracted driving.

Selective is also working with its network of independent insurance agency partners to help keep drivers safe by offering Selective® Drive to policyholders with commercial auto fleets. Selective® Drive is a sensor device and cloud-based application that helps perpetuate safe driving behaviors and reduce distracted driving. For every customer who signs up for Selective® Drive during Distracted Driving Awareness Month, the Selective Insurance Group Foundation will make a \$25 donation to support EndDD.

"Education, awareness and action targeting drivers and passengers of all ages can influence safe driving behaviors," continued Marchioni. "Selective's new Distracted Driving Pledge, our Selective® Drive tool and donations to support the work of EndDD can all help drivers make better choices when behind the wheel, but there is more we can all do. Along with our agency partners, we are committed to driving ongoing awareness about this life threatening issue and being a catalyst for change on our roadways."

One of the most important features of Selective® Drive is its ability to detect distracted driving behaviors by identifying phone calls or other phone usage while the vehicle is in motion. Selective® Drive also monitors driving speed, location, idle time, and harsh driving events involving acceleration, turning and stopping. In addition, it can help fleet managers manage and maintain their fleets by providing maintenance reminders and recall notices. For more information about Selective® Drive, please visit <https://drive.selective.com/>.

About EndDD and the Casey Feldman Memorial Foundation

[EndDD](#) is a project of the [Casey Feldman Memorial Foundation](#). Its mission is to save lives from distracted driving through advocacy, education and action. The Casey Feldman Memorial Foundation was founded in 2009 by Casey's parents, Joel Feldman and Dianne Anderson – Casey was struck and killed by a distracted driver in July 2009 in Ocean City, NJ when she was 21.

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 Selective.com.

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