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FOR IMMEDIATE RELEASE

Markel American Insurance Company Launches Markel Cyclist Coverage for Bicycles

Waukesha, WI, August 14, 2012 - Markel American Insurance Company announced today the introduction of Markel Cyclist – a new bicycle insurance program built from the ground up to provide specialized protection for cyclists. After surveying avid cyclists, Markel has created a product with one goal in mind – to allow cyclists to create their own policy to match the way they ride. Be it riding for recreation, fitness or racing, Markel Cyclist allows customers to customize their policy to their unique needs.

“There are over 10 million bicycles sold each year,” said Ted Wentzel, Director of Marketing for Markel American. “Many of those cost thousands of dollars but most cyclists didn’t have an opportunity to protect their bicycle with adequate insurance coverage. Our survey respondents also told us they needed protection for themselves with medical payments coverage and coverage for injuries they suffer when hit by an uninsured or underinsured motorist.”

Each policy is custom-built and can include Bicycle Physical Damage coverage protection for damage to the bicycle caused by collision, fire, theft, vandalism or hitting another object. In addition, coverage for spare parts, cycle apparel, rental reimbursement and competitive fee reimbursement is included at no additional cost.

Also available for purchase are Bicycle Liability coverage to cover injuries or property damage caused by the insured cyclist; Medical Payments to cover medical costs of the policyholder associated with a loss and Vehicle Contact Protection to provide an additional source of recovery for the insured cyclist if he/she is struck by a vehicle without adequate insurance. In addition, Roadside Assistance coverage is available to policyholders for only \$10 per year. This coverage offers the cyclist 35 miles per tow and up to five tows per year.

Wentzel added. “In most cases, if a cyclist has any coverage for their bicycle, it’s under their homeowner’s insurance which may have a high deductible. Many cyclists also expressed reluctance to file a bicycle claim under their homeowner policy as they were afraid they’d see an increase in their homeowner’s insurance rates or even a non-renewal due to a bicycle claim. With Markel Cyclist, our customers will have the protection they need without jeopardizing their homeowner coverage.”

Markel Cyclist offers a variety of coverage levels and deductible options and is currently available in AL, AZ, AR, CO, DE, GA, HI, ID, IN, IA, KY, LA, MD, MI, MN, MS, MT, NE, NV, NJ, NM, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, UT, VT, WA, WI, WY with nationwide availability upon regulatory approval in the remaining states. More information can be found at markelinsuresfun.com.

About Markel

Markel American Insurance Company, part of Markel Corporation, specializes in providing insurance coverage on Specialty Properties (manufactured homes, vacation and seasonal homes, vacant homes, nonstandard homes, rental properties, and low value dwellings), [Recreational Vehicles](#) (motorcycles, ATVs, UTVs, and snowmobiles), [Watercraft](#) (powerboats, fishing boats, PWCs, commercial marine, high performance boats, and yachts), [Weddings](#), and [Private Events](#).

Markel Corporation is an international property and casualty insurance holding company headquartered in Richmond, Virginia. The Company markets and underwrites specialty insurance products and programs to a variety of niche markets. In each of these markets, the Company seeks to provide quality products and excellent customer service. The financial goals of the Company are to earn consistent underwriting profits and superior investment returns to build shareholder value. Please visit www.markelcorp.com for more information.

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