

Direct Markets 100 Years

Direct Markets Celebrates 100 Years

Zurich recognizes 100 years of service to the auto industry



Marking 100 years serving auto dealerships across the United States, Zurich looks back on a century's worth of milestones with a keen lens focused on the future. Launched in 1922 as Universal Underwriters in Kansas City, Missouri, the company began by providing fire insurance to 85 auto dealers. It was acquired by Zurich in 1981 and today the company is one of the nation's leading providers of Property and Casualty (P&C) insurance and Finance and Insurance (F&I) solutions for auto dealers.

“It is exciting to think about how much automotive history we as a company have witnessed firsthand,” said Vince Santivasi, Head of Direct Markets, Zurich North America. “As the auto industry has evolved, so too have the needs of auto dealerships. We have developed new and innovative products and services over the past 100 years and are proud to have been – and continue to be – evolving along with our auto dealer customers as new needs emerge.”

As part of the 100 years of service celebration, Zurich has created a historical timeline that marks key moments that showcase its journey. A few highlights include: The 1933 presentation – the first of many – at the National Automobile Dealers Association on loss prevention. In 1968, Zurich became the first insurance company to introduce a single package policy that offered monthly premium billing for automobile dealerships, Unicover®. It began offering vehicle service contracts and income development services for auto dealers in 1984; and in 2021 – a sign of the times – Zurich launched a suite of vehicle protection products for electric vehicles.

Zurich employees are marking the 100-year milestone by giving back to communities in 100 ways by completing 100 Acts of Caring throughout the year, volunteering and making financial contributions in the communities where they live and work.

To kick off the “Acts of Caring,” celebration, Zurich is sponsoring a home for a future resident within Eden Village of Kansas City, a planned, gated tiny home community that will provide a “dignified place for homeless persons off the streets and into a home where they can thrive.” Zurich’s support for the development of the home comes from a combination of a corporate donation and individual employee donations as part of the “Acts of Caring” initiative.

“Our investment in Eden Village of Kansas City is in honor of Zurich’s 100 years of service to auto dealers – service that began in Kansas City,” added Santivasi. “Helping to build and sustain our communities is as important today as it was 100 years ago. This is one way we look forward to our next 100 years and contributing to the communities where we live and work.”



100 years serving the auto industry



1900-1949

1922

Universal Underwriters founded; by the end of 1923,

986 dealerships

of one major auto manufacturer were insured in 15 states



1933

Universal Underwriters expands scope of business to include **dealerships of all brands**

1948



Gross Written Premium reaches

\$3,000,000

1949

Universal Underwriters Insurance Company (UUIC) formed to offer **liability coverage**



Our focus now is on the road ahead – to our next 100 years of service, innovation, and sustainability.



100 years serving the auto industry

1950-1999

1965

Universal Underwriters Life Insurance Company (UULIC) formed to offer **life insurance and F&I products**

1968

Universal Underwriters Group develops and launches the **first commercial single package policy for auto industry** – Unicover®



1977



Gross Written Premium reaches
\$100,000,000

1982

Universal Underwriters Group is purchased by Zurich American Insurance Company



1984

Universal Underwriters Service Corporation (UUSC) formed to **offer vehicle service contracts and income development services**

1984

Zurich began **writing auto rental policies** through acquisition of Empire Fire and Marine



1997

Universal Underwriters celebrates
75 years
serving the automotive industry;
Gross Written Premium reaches
\$581,000,000





2000-2019

2007

After **26 years** of Zurich ownership, Universal Underwriters adopts the Zurich name and becomes **Zurich Direct Markets**



2010

Zurich in North America celebrates **100 years** of insuring America

Zurich Direct Markets launches Field Accelerated Success Track (**FAST**) **Mentoring Program** to promote a culture of excellence

2013

Zurich's Unicover Transformation project moves Zurich Direct Markets onto Zurich platforms



2015

Zurich launches digital innovation commitment with **illuminate mobile app**, the next generation in F&I presentation technology



2015

Zurich F&I portfolio tops **\$1 billion** in Gross Written Premium



2018

Zurich launches The Zurich Advantage, a suite of value-added products and services, to help dealers maximize F&I profit opportunities **beyond the confines of the dealership**



2020-2022

2021

Zurich launches suite of vehicle protection products for **Electric Vehicles**

2021

Zurich leverages **40+ years** of product warranty experience through our vehicle protection products and expands into the additional market segments to **diversify portfolio for long-term sustainability**

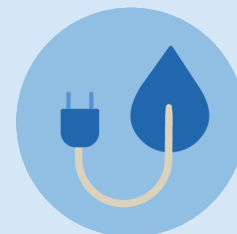


2021

Zurich Direct Markets becomes a standalone business unit to better align with customer needs

2022

Zurich Insurance Group celebrates **150 years** of insuring customers in global and local markets



Zurich Direct Markets celebrates 100 years serving auto dealers

Zurich employees celebrate, look back on 100 years



#Zurichproud Susan Crewz, Cathy Cashen, Angela Newman, Mandy Keenan, at a Corporate Challenge event in the 90's, and a lunch reunion in 2021.
Still all Zurich employees!



Veronica "Ronni" McNeill
**Divisional Business
Manager**
47 years of service

I've been with Zurich for 47 years. I've had a lot of different experiences and have been in several different departments. When I was in a department called Typesetting, I was responsible for typing the Unicover® policy. At that same time, F&I was just getting started. There were only 4 employees in the F&I department at that time, now, the department is huge. It has been incredible to see a business grow from a start-up into a thriving, very successful and important part of Zurich's business.

I've stayed at Zurich for 47 years because I really believe this is where I was meant to be. It's been an awesome ride! I raised my family while working here, my two daughters are both doctors now. Direct Markets enabled me to do everything I needed to do to raise my family and I've loved it here. Direct Markets is family.



Marie Knight
Head of Strategic Services
27 years of service

One of Direct Markets' greatest accomplishments over the years has been our growth in F&I. When I first started with the company, we were barely known as an F&I provider and now we have grown to be a truly dominant force. That combined with the quality of our people, and the way that we deliver for our customers, really makes Zurich Direct Markets who we are.



Steve Cline
**Assistant Vice President
Senior Business
Development
Training Consultant**
34 years of service

Zurich Direct Markets is a very specialized insurance company that prides itself on being the best, hiring the best people and doing everything they can to take care of their customers. In my experience, Direct Markets places priority on putting the customer first. They do a good job of taking care of both employees and customers.



Kristie Davis
Senior Forms designer
45 years of service

I think Direct Markets' greatest accomplishment has been the development of specialized products for auto dealers, from our single package Unicover® policy to vehicle service contracts, cyber liability, and now protection products for electric vehicles.



Paula Stutheit
**Assistant Vice President
Mega Account
Support Team**
35 years of service

My hope for Direct Markets over the next 100 years is that we continue to listen closely to our customers, the things that are important to them and the challenges they face. I hope we continue to evolve alongside customers and develop products and services to meet the needs of both dealers and consumers.



Bruce Shea
**Regional Producer
Philadelphia Office**
40 years of service

When I started with the company in 1982, Universal Underwriters was very well-respected among dealers. I'm proud to say 40 years later, it's one of the most respected in the industry. That's a great accomplishment!



Keith Tanny
**Assistant Vice President
Mega Acquisition
Development**
26 years of service

I consider Zurich Direct Markets an extension of my family, in fact, I have colleagues at Direct Markets I've known longer than I've had children. We've evolved and really grown together, and as an organization, we've always excelled.



Todd Kaminski
**Head of Business
Development**
29 years of service

I'd like to see Direct Markets continue to remain open to change and willing to adapt. Not just to stay ahead of our competition but to thrive. Who knows, maybe in the next 100 years we'll launch F-VSCs – Flying Vehicle Service Contracts. Keep moving forward, innovating for the future!

Customer perspectives on Direct Markets 100 years



Marisa Shockley
Vice President - Shockley Honda
Frederick, Maryland
50 year customer

We've been with Zurich almost entire time we've been in business, and we're getting ready to celebrate our 50th anniversary, so we've been with Zurich for nearly 50 years! We began with garage liability and as the relationship grew, we got into finance and insurance. Our relationship with Zurich is a partnership. We value the quality of the company and especially the people. They work alongside our people, and I tell you, we couldn't be happier. A few years back we wanted to make some big changes in our dealership – Zurich completely supported our vision, and together we transformed the way we do business. I credit the Zurich team with helping us make that dream a reality.



Jim Melton
Owner - Melton Motor Company
Belleville, Kansas
Customer since 1944

We started with Universal Underwriters in 1944 and we've been with Universal, or Zurich, every year but one. Zurich has all of our inventory, new and used, and all of our property. The service they've provided all these years has been tremendous. They know the dealership business inside and out. In 1973 a fire burned down our body shop and Zurich was right there the next day taking care of us. They were so professional. They've always been there when we've needed them all these years.



Alan Starling
Owner - Starling Automotive Group
Orlando, Florida
30+ year customer

My father made the decision to use Universal Underwriters for his garage liability coverage, then in the late 80s/early 90s we started doing business with Zurich. My kids got involved in the business and we really started growing. We went from 3 dealerships to 4, then to 5, then 6, and from my father's original 13 employees, we now are working with about 600 associates in our 6 dealerships. Zurich has provided so much experience and offered excellent guidance to us through the years. It's a multi-generational relationship that has really come into its own in the last 15 or 20 years. It is a true partnership. I'm not sure we could have done what we've done without our relationship with Zurich.



Greg Balasco
Owner - Lakeland Auto Mall
Lakeland, Florida
Customer since 2008

I bought Lakeland Auto mall in 2008 and came with a 15-year relationship with another provider. I intended to move Lakeland's business from Zurich, the existing provider – however, the prior owner who is a friend I respect dearly, asked if I would give Marie Knight and the Zurich team a 6-month window before I made a transition. Here we are 14 years later and Zurich has helped us move the needle tremendously, in PVR, with retention with finance managers, and with our CSI and finance for our customers. Zurich is always in-tune to what's happening with the market, they stay ahead, help keep us looking down the road, and help us anticipate what's coming. It's been a great relationship. Other than buying Lakeland Auto mall, the best decision I made was retaining Zurich.

Zurich

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