

# About Elephant

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Elephant Insurance is a customer-centric direct insurer headquartered in Richmond, Virginia. Founded in 2009, Elephant is a subsidiary of Admiral Group plc, a FTSE 100 company and one of the U.K.'s leading insurers with a presence in eight countries and over 6 million customers worldwide.

## Why the name Elephant?

Elephant may not seem like the most logical name for an insurance company, but actually, it's a pretty great fit. We think the qualities of an elephant perfectly match how we do business and approach insurance. Elephants are big, strong, and built to last. At the same time, they are kind, caring, and look out for their herd.

So why does this matter to you? When you insure with Elephant, you become part of our herd. We are big enough to matter but small enough to care. We provide the coverage and services you need, when you need them. Our company is built around listening to our customers when they have feedback and rapidly changing to make their lives easier. When you really think about it, doesn't it seem like you'd want your insurer to be an elephant?

## Supporting Safety in Our Communities

Our business is connected to the road and keeping people safe is our top priority. Here are a few ways we strive to make a positive impact for our customers, employees, and the communities around us. And have a little fun along the way.



## Safe drivers

Creating safe roads means reducing dangers. These days, that especially means distracted driving, which is a threat to drivers and pedestrians alike. Elephant believes strongly in the power of communication and connecting with young drivers early about the dangers of distracted driving. We support Project Yellow Light, a passionately led nonprofit which creatively connects with teens to help spread the word about this urgent issue. Project Yellow Light is a scholarship competition that gets teens talking to other teens about the dangers of distracted driving. They create short films, radio spots and billboards to share points-of-view on the issue, and the winners receive college scholarships in memory of teen drivers who have lost their lives. Please find out more (and even participate!) by visiting Project Yellow Light.

## Safe driving

Elephant supports the Insurance Institute for Highway Safety (IIHS), an independent, nonprofit scientific and educational organization dedicated to reducing losses from motor vehicle crashes.

## Safe and clean roads

Well-maintained, litter-free roads make for safer roads. Elephant supports programs intended to clean up highways and roads to ensure a safe driving experience. In fact, Elephant was the first company to support the Beautify Virginia program with a commitment to clean up 100 miles of the commonwealth's interstates in partnership with Adopt-A-Highway. Over 4,600 miles of roads have been maintained in Texas, Virginia, and Indiana since 2019 through the Adopt A Highway partnership.

## Supporting local teams

A big part of community fun in Richmond takes place cheering on the city's two professional sports teams: the Richmond Flying Squirrels, an MiLB team, and the Richmond Kickers, a USL soccer team. For a company that is all about fun, we find great joy in supporting two organizations that make happy memories for friends and families throughout the Richmond area.

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