



GEICO Teams with KOA to Enhance RV Experience

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KOA NEWS SERVICE (January 28, 2015) – GEICO and Kampgrounds of America (KOA) have joined forces in a partnership to expand their brand presence throughout the growing RV community. KOA has more than 485 campground locations throughout North America and hosts nearly 7 million camping nights each year.

“Kampgrounds of America has long been the world’s leading provider of the outdoor lifestyle experience of camping, said Lorne Armer, Vice President of Brand Development for KOA Inc. “Whether you are showing up in an RV, ready to camp in one of our 60,000 RV sites or in a car to pitch a tent or stay in one of KOA’s amazing cabins, GEICO has coverage options for our guests.”

“As your home away from home, RVs offer the freedom and flexibility to roam across America to any destination whenever you are ready to go,” Armer said. “GEICO and KOA are striving to enhance the camping experience and promote RV travel as an excellent way to spend time with family, visit great destinations and connect with other RV enthusiasts.”

Ted Ward, GEICO vice president added, “We are excited about the possibilities of partnering with KOA and their large network of family oriented campgrounds. As RV popularity continues to rise, KOA offers the perfect environment for us to connect and interact with the RV community on a personal level.”

KOA will feature GEICO on its marketing and advertising collateral, and GEICO will feature KOA on its materials.

About KOA

Kampgrounds of America is celebrating its 53rd Anniversary in 2015. KOA, the world’s largest network of family-friendly campgrounds with 485 locations in North America, was born on the banks of the Yellowstone River in Billings, Montana in 1962. For more information, go to www.KOA.com.

About GEICO

[GEICO](http://www.geico.com) (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the second-largest private passenger auto insurance company in the United States. GEICO, which was founded in 1936, provides millions of [auto insurance quotes](#) to U.S. drivers annually. The company is pleased to serve more than 13 million private passenger customers and insures more than 22 million vehicles (auto & cycle).

GEICO’s [online service center](#) helps policyholders take care of policy sales, policy changes and claims reporting, and print insurance ID cards. Policyholders can also connect to GEICO through the [GEICO App](#), reach a representative [over the phone](#) or visit a [GEICO local agent](#). GEICO also provides insurance quotes on motorcycles, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for boats, life, homes and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Inc. Commercial auto insurance and personal umbrella protection are also available.

For more information, go to www.geico.com.