



FOR IMMEDIATE RELEASE

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GEICO new sponsor for KTA Safety Assist

Sponsorship augments free Safety Assist services

WICHITA, Kan. – The Kansas Turnpike Authority (KTA) Safety Assist program is getting a new look as GEICO becomes the sponsor of the motorist assistance service. KTA Safety Assist, sponsored by GEICO, continues to be a key part of the Kansas Turnpike's effort to safely and efficiently keep traffic moving.

"Customer service and safety are important to KTA and this program allows us to put those values into action," said Steve Hewitt, KTA Chief Executive Officer. "Thousands of drivers benefit from the KTA Safety Assist program each year giving KHP troopers the time to focus on law enforcement activities. We're grateful to have GEICO sponsor this valuable roadside assistance program."

KTA Safety Assist, sponsored by GEICO, units patrol the two heaviest traveled areas of the Turnpike from Topeka to Kansas City and Wichita to the Oklahoma border. Keeping traffic moving is an important safety consideration in these busy areas of the Turnpike as blocked lanes delay other traffic and increase the risk of secondary accidents. In the United States, 20% of crashes result from a previous crash, and for every minute a primary incident remains a hazard, the likelihood of a secondary crash increases by 2.8%.

"GEICO is proud to build this new partnership with the KTA Safety Patrol – and do our part to help ensure Kansans get from point A to B as safely as possible," said GEICO Regional Vice President Shane Wheeler. "GEICO has a long history of promoting driver safety and encourages drivers to do their part by putting their phones down and driving alert, not distracted."

The KTA Safety Patrol typically operates during the busiest travel times such as morning and evening commute hours and on weekends. However, hours vary depending upon location, weekend, weather, safety and traffic-related needs. KTA Safety Assist vehicles are equipped with various tools and equipment to help assist in tire changes assist in tire changes and other minor mechanical issues. Technicians also assist during roadway incidents by directing traffic and helping clear the roadway of debris. All services offered are free to travelers – no matter their insurance. Motorists requiring assistance while on the Turnpike can call KTA's Incident Management Center at *KTA (*582).

Stranded motorists are relieved when the Safety Assist arrives on scene, seemingly out of the blue. One motorist assisted by the service* wrote:

"I am from Colorado and was driving to Oklahoma and my Suburban's brakes locked up and cracked my front rotor. Your highway assist driver Ryan 7017 stopped to see if we were OK. I told him what happened. He said hang on and went back to his truck. Grabbed some tools and got my rotor off and put on the new one in about 20 minutes on the side of the highway. I am more than impressed with your service. I mean who does that? Amazing job!"

For more information, contact:

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**new rotor provided by motorist*

The KTA Safety Assist program is not intended to replace or interfere with services provided by private businesses. Technicians will provide only immediate services needed to assist motorists in need in getting off the side of the road and to help maintain the flow of traffic.

More information about the KTA Safety Assist, sponsored by GEICO, can be found at [SafetyPatrolinfo.com](https://www.safepatrolinfo.com) and the [KTA website](#). Assisted motorists are encouraged to share about the help they received by posting to social media using #GEICOSafetyPatrol.

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About KTA:

For 65 years, the Kansas Turnpike Authority (KTA) maintains 236 miles of user-fee supported roadway from the Oklahoma border to Kansas City. KTA doesn't receive state or federal tax funds. Instead, toll revenue pays for preservation and modernization of the Turnpike system. [KTA's Strategic Plan](#) supports organizational goals with four strategic initiatives, including a transition to cashless tolling in 2024. KTA's mission is to move Kansas forward by operating a safe, reliable and customer-valued turnpike system in a fiscally responsible, businesslike manner.

About GEICO:

[GEICO](#) (Government Employees Insurance Company), the second-largest auto insurer in the U.S., was founded in 1936 and insures more than 30 million vehicles in all 50 states and the District of Columbia. A member of the Berkshire Hathaway family of companies, GEICO employs more than 41,000 associates countrywide. GEICO constantly strives to make lives better by protecting people against unexpected events while saving them money and providing an outstanding customer experience. Along with personal auto insurance, [commercial auto](#) and [personal umbrella](#) coverages are also available. [Homeowners](#), [renters](#), [condo](#), [flood](#), [identity theft](#), [term life](#), and [more](#) coverages are written through non-affiliated insurance companies and are secured through the GEICO Insurance Agency, Inc. Visit [geico.com](https://www.geico.com) for a quote or to learn more.

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