

MEMBER FOR LIFE

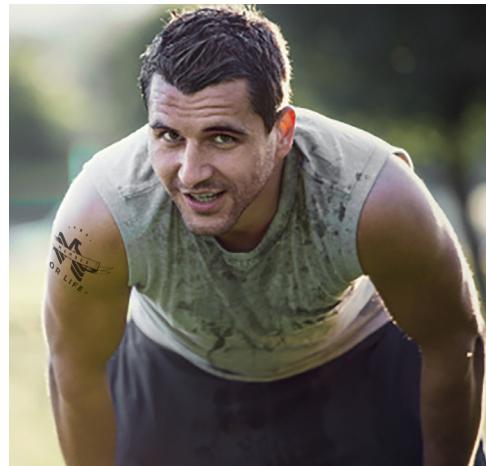
USAA True Faith:™ The Ultimate Loyalty Discount

USAA Auto Insurance is unique in the industry when it comes to policyholder loyalty. As we've all heard, 92% of USAA Members plan to stay with USAA for life. Many members knowingly pay more because of the allegiance they feel to the company and how it helps them feel more connected to their military history and community.

Which is why USAA can credibly make an offer no competitor can. USAA will beat any national carrier's auto insurance premium by at least 5% — for life. In exchange, the member will perform a specific gesture of loyalty: they will receive a genuine USAA Eagle Member For Life tattoo. USAA will cover the cost.

It's an expression of two-way allegiance that's only possible with USAA and its members.





TELLING THE STORY

Members who take The Ultimate Loyalty Discount will also agree to share their story — their personal and military story as well as receiving their tattoo — with images and on film, which will be shared on YouTube and other digital media channels.



Brand loyalty for USAA — members show their commitment in ink

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