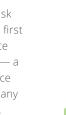
1947 | America's first auto insurance company for nondrinkers, Preferred Risk Mutual Insurance Company (Preferred Risk), is founded on April 1, 1947, by William N Plymat. He believed that insuring people who abstained from drinking would result in fewer auto claims.

1958 | Preferred Risk Life is established and licensed to provide life insurances for nondrinkers.

1957

coverages into one.

1962 | Preferred Risk develops America's first multi-peril insurance policy for churches— a specialized insurance policy that rolled many







▶ Learn about GuideOne's founding, milestones and rich history over the last 75 years!



2008 | GuideOne launches SafeChurch®, a comprehensive risk management website for GuideOne religious organization policyholders.

2000 | The GuideOne Center for

Risk Management is established

to inform religious leaders of the

2007

unique risks and concerns that

religious organizations face.

2021 | GuideOne completes a reorganization to becoming a Mutual Holding Company.















2022 | GuideOne is named a Best-in-Class

Employer by Gallagher.







1968 | Midwest Mutual acquires Century Mutual Insurance Company, a small specialized aircraft insurer.

1980 | Preferred Risk provides seed money to help Mothers Against Drunk Driving (MADD) expand nationally.

> 1993 | Preferred Risk introduces the Charitable Giving Option for life insurance policyholders, which makes a donation to the policyholder's favorite charity at their time of death.

1997 | A new national branding strategy is introduced to bring all companies together under one name. They briefly operated as The Guidant Insurance Group before becoming the GuideOne Insurance Group, Inc. in 1998.

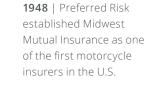
Foundation is established to further the company's social mission of eliminating the epidemic of drinking and driving and underage drinking across the U.S.

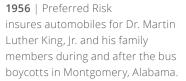
1998 | The GuideOne

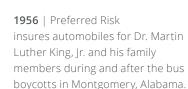
2016 | GuideOne is recognized as 2016 Model Insurer by Celent, a global research and advisory firm for the financial services industry.

2018 | GuideOne rebrands with a

more modern look and amplifies the culture of doing good.











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1969 | Preferred Risk and Midwest Mutual move into the Preferred Risk Life national headquarters known today as GuideOne's home office.