

2024 FAST FORWARD TO 2024, AND SIU PROUDLY CELEBRATES ITS 60TH ANNIVERSARY - A TESTAMENT TO SIX DECADES OF RESILIENCE, INNOVATION, AND UNWAVERING COMMITMENT TO ITS CUSTOMERS AND PARTNERS **2024**

2022	SIU RELEASES SEVERAL NEW ONLINE RATING TOOLS GIVING AGENCY PARTNERS ACCESS TO RATE MOST PRODUCTS AND CLASSES	2021	FIRST TIME SIU WAS VOTED A 5-STAR WHOLESALE BROKER AND MGA
2018	GEORGIA STATE UNIVERSITY RISK SCIENCE & INSURANCE LEADERSHIP AWARD	2019	GEORGIA STATE UNIVERSITY RISK MANAGEMENT FOUNDATION ANNOUNCES THE FORMATION OF WES DUESENBERG JR. SURPLUS LINES SCHOLARSHIP ENDOWMENT
2012	STARTED A RELATIONSHIP WITH THE AMERICAN CANCER SOCIETY AND TODAY WE ARE A MISSION SPONSOR WITH NATIONAL RECOGNITION	14	50 YEARS IN BUSINESS WITH US!!
2010	AAMGA RECOGNIZES SIU FOR ACHIEVEMENT OF THE CERTIFIED MANAGING GENERAL AGENCY	2001	THE GENERATIONAL TORCH PASSED ONCE MORE AS WES DUESENBERG JR. WELCOMED HIS SON, TRIPP DUESENBERG, INTO THE RANKS, ENSURING A LEGACY OF DEDICATION AND INNOVATION FOR YEARS TO COME

2000 THE TURN OF THE MILLENNIUM WITNESSED A STRATEGIC MOVE AS SIU TRANSITIONED ITS HEADQUARTERS TO ALPHARETTA, GA IN 2000, ALIGNING WITH ITS GROWTH TRAJECTORY AND EXPANDING HORIZONS **2000**

1992	CONTRACTED WITH PENN AMERICAN (GLOBAL INDEMNITY) AND PARTNERSHIP STILL EXISTS TODAY	1980	SIU RECEIVED THE 11TH SCOTTSDALE INSURANCE COMPANY (NATIONWIDE E&S) AGENCY AGREEMENT
1976	MR. DUESENBERG SR.'S VISION EXPANDED AS HE WELCOMED HIS SON, WES DUESENBERG JR., INTO THE FOLD, LAYING THE FOUNDATION FOR A DYNAMIC FATHER-SON PARTNERSHIP THAT WOULD ENDURE FOR 28 YEARS	1969	BIRTH OF SIUPREM, INC., A COMPREHENSIVE PREMIUM FINANCE COMPANY CATERING TO THE NEEDS OF INSUREDS AND INDEPENDENT INSURANCE AGENTS - A TESTAMENT TO SIU'S COMMITMENT TO INNOVATION AND CUSTOMER SERVICE
1964	BEGAN OUR RELATIONSHIP WITH LLOYDS OF LONDON AND TODAY STILL ENJOY A STRONG 50 YEAR RELATIONSHIP WITH BELL AND CLEMENTS (MUNICH RE)		

1964 W.C. DUESENBERG, SR. WORKED FOR MR. HITKE FOR 14 YEARS. ON JULY 1ST 1964, WES PURCHASED THE ATLANTA OFFICE OF KURT HITKE AND CHANGED THE NAME TO SOUTHERN INSURANCE UNDERWRITERS **1964**

1945 IN 1945, KURT HITKE WROTE THE FIRST NONSTANDARD INSURANCE POLICY WITH THE NATIONAL INDEMNITY COMPANY (NICO). **1945**



THE DUESENBERG AUTOMOBILE & MOTORS COMPANY



1931 DUESENBERG MODEL J INDIANAPOLIS IN

DID YOU KNOW? IT ALL STARTED BECAUSE OF A CAR



QUOTE NOW!

888-845-1743

QUOTE@SIUINS.COM

SIUINS.COM



SOUTHERN INSURANCE UNDERWRITERS
 P.O. BOX 105609, ATLANTA, GA 30348-5609
800.568.1700 (TF) 678.498.4500 (PH) SIUINS.COM (WEB)




INDIANA INDIANAPOLIS ATLANTA GEORGIA

THE STORY OF SOUTHERN INSURANCE UNDERWRITERS

FROM LUXURY CARS IN INDIANAPOLIS TO A THOUSAND DOLLARS IN ATLANTA

The beginning of Southern Insurance Underwriters, Inc. all started with a car. The Duesenberg Automobile & Motors Company was an American racing and luxury automobile manufacturer founded in 1920, by brothers Fred and August Duesenberg (Great Uncles to Wes, Jr.) in Indianapolis, Indiana. The company is known for popularizing the straight-eight engine and four-wheel hydraulic brakes. A Duesenberg car was the first American car to win a Grand Prix race, winning the 1921 French Grand Prix. Duesenbergs won the Indianapolis 500 in 1922, 1924, 1925 and 1927. During this time, the brothers also built high end luxury automobiles, which, in the 1930s, could top over 130 mph compared to its Ford counterpart clocking in around 30 mph. The factory located in Indianapolis was ahead of its time.

KURT HITKE & COMPANY, THE PRECURSOR TO SOUTHERN INSURANCE UNDERWRITERS, IS CREDITED WITH WRITING THE FIRST SUBSTANDARD INSURANCE IN THE UNITED STATES



In the early 1930's W.C. Duesenberg, Sr.'s father and family friend, Kurt Hitke worked for Duesenberg Motors and would occasionally drive the chassis and engine from the Duesenberg factory to an offsite coach builder to apply the body of the car. In Kurt's later years, he started his own Insurance Company in Chicago, Midland National Insurance Company. He also created a General Agency, Kurt Hitke &

Company, and is accredited with writing the first substandard insurance policy in the U.S. In 1945, Kurt Hitke advanced funds to Mr. Jack Ringwald to form a new insurance company, National Indemnity Company. As a result, he received the very first National Indemnity agency agreement and we still enjoy a great partnership today. Kurt Hitke eventually expanded into different cities around the country which included: Miami, Atlanta, Chicago and Springfield. W.C. Duesenberg, Sr., who worked with Kurt, was asked to run the Springfield branch, and then open the Atlanta branch office. Before Mr. Hitke's retirement, he sold the Atlanta office to Wes, Sr. for under \$1,000. On July 1st, 1964, Wes, Sr. opened the doors under the name of Southern Insurance Underwriters, Inc.

Southern Insurance Underwriters' Inc. success and growth reflects our strong partnership with our agencies and companies for 60 years. The strength of these partnerships has helped us remain independent, while other local and regional wholesale brokers have been acquired by large national companies and hedge funds. We thank you for your partnership and will continue to work together to develop and provide online tools, stable and competitive markets, and personalized services.

In this special 60th anniversary brochure, we look back over the years to reflect on how far we have come. With the constant need to evolve and change technology, it is nice to know that it is still a people business and some of our agency and company partners have been with us from the start. We believe that service still matters and that is why employees answer online chats and why we formed an agency success center to make sure you can speak to or email a team member ready to assist you.

“ WE KNOW OUR SUCCESS OVER THE YEARS IS A DIRECT REFLECTION OF OUR COMPANY AND AGENCY PARTNERS. ”


In the coming months and years we will continue to dedicate resources to developing products and online tools focused on ease of doing business. Our carrier and agency partner's feedback drive development. A great example is the policy management tools we will be releasing before the end of the year. When speaking with agents the number one need is the ability to better manage their book of business to view policy status, check on payments and download documents. This is where we focused our efforts and look forward to releasing a platform that will exceed these needs.

Regardless of the amount of premium you have written in the past or the length of time you have been appointed, we are excited about our potential to help your agency grow. We hope when you celebrate anniversaries and look back you can say SIU helped you to succeed. We know our success over the years is a direct reflection of our company and agency partners. Thank you again for the opportunity to help you with your insurance needs and to serve you. SIU, SIUPREM and our other related companies look forward to our continued partnership and the next 60 years.



TRIPP DUESENBERG
PRESIDENT

SIXTY YEARS SOUTHERN INSURANCE UNDERWRITERS



1964 SIXTY YEARS MAKES A DIFFERENCE 2024

AVERAGE INCOME	\$6,569	\$59,428
COST OF A NEW HOME	\$18,900	\$495,100
COST OF GAS PER GALLON	\$.30	\$3.41
COST OF A NEW CAR	\$3,500	\$47,433
USA POPULATION	191.8 M	335.8 M
DOW AVERAGE	837	39,308
POPULAR CULTURE	HASBRO INTRODUCED G.I. JOE FIGURES	BARBIE MOVIE WINS A GOLDEN GLOBE AWARD
POPULAR MUSIC	THE BEATLES RELEASED THEIR FIRST ALBUM IN THE US, SELLING 1,300,000 COPIES, 4,699,348 BY THE END OF THE DECADE.	TAYLOR SWIFT'S ERAS WORLDWIDE TOUR AVERAGES 72,500 TICKETS PER SHOW AND IS ON PACE TO EXCEED 2 BILLION IN TICKET REVENUE.