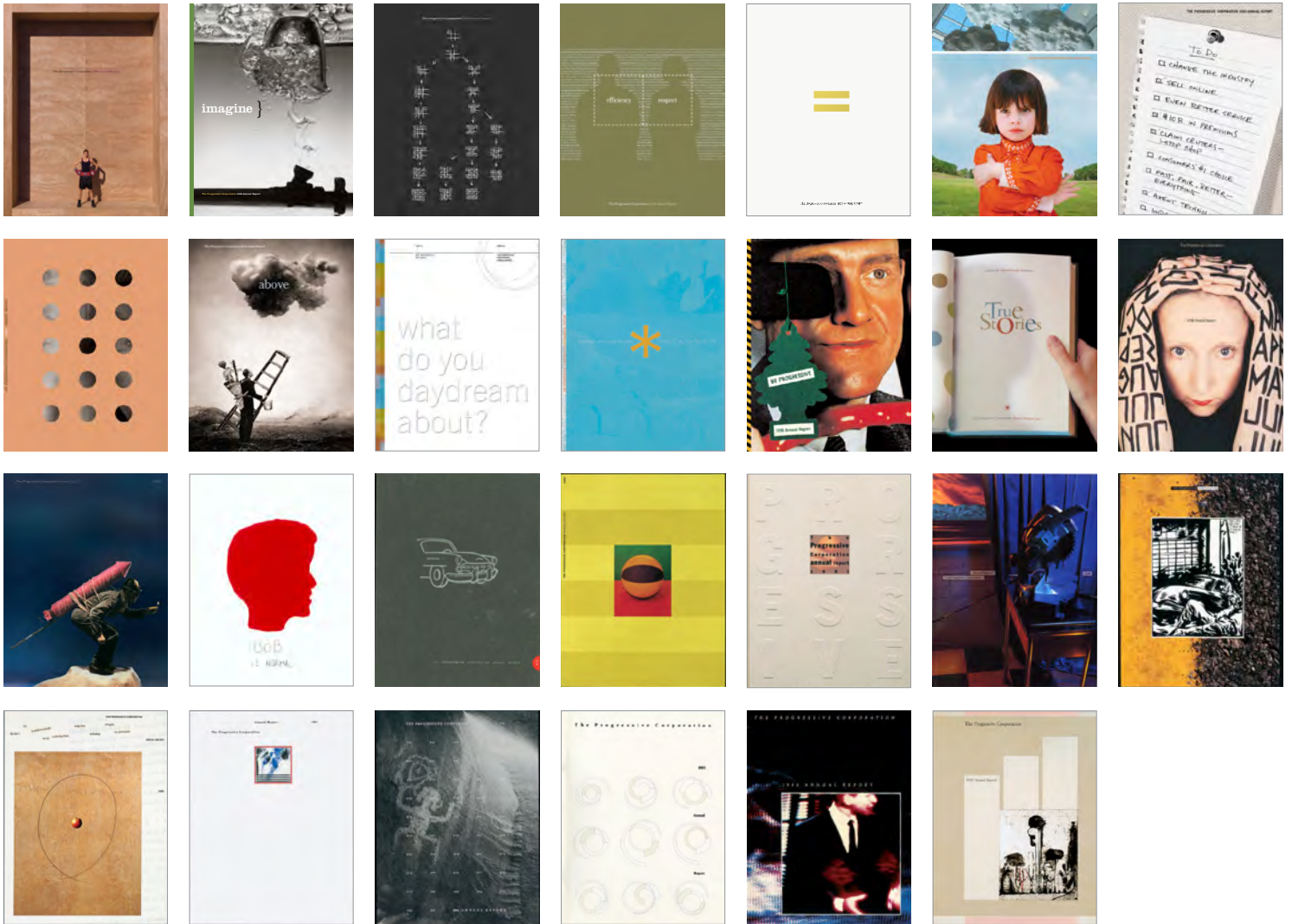


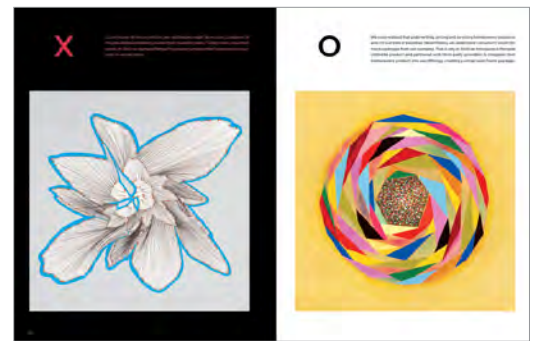
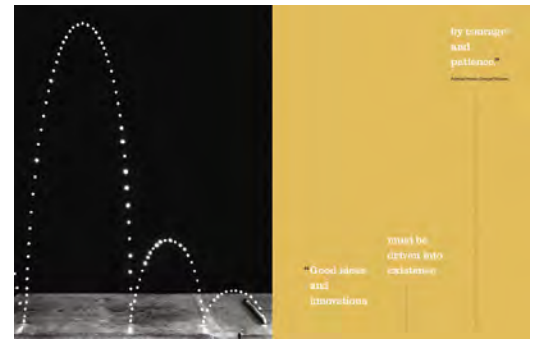
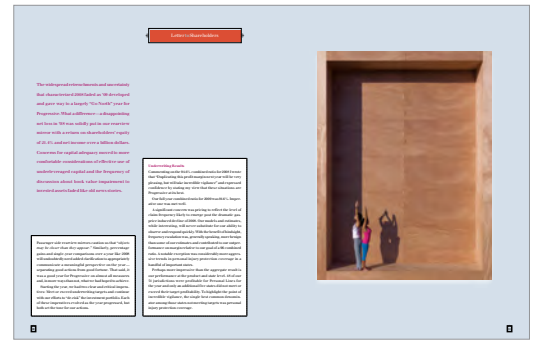
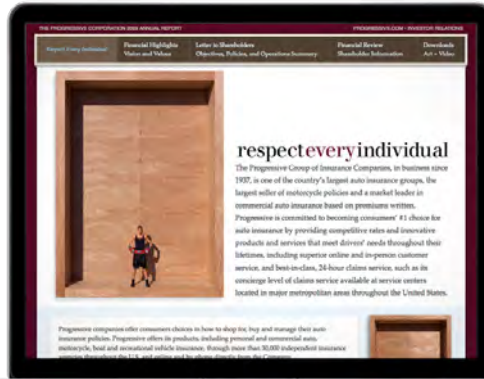
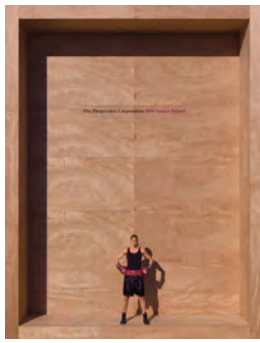
As the name suggests, the Progressive Corporation prides itself on innovation. In 1937, the year Progressive opened its doors for business, the company introduced the industry's first drive-in claims office. In 1956, Progressive initiated what has since become an industry standard—reduced rates for low-risk drivers.

Progressive's commitment to innovation materializes with particular eloquence in the corporation's annual report, designed by Nesnadny + Schwartz for nearly three decades now. Illustrated with commissioned contemporary art destined to join the Progressive's extraordinary collection, these reports amplify the corporation's core humanistic values, offering the reader an experience that transcends the presentation of business facts and figures.

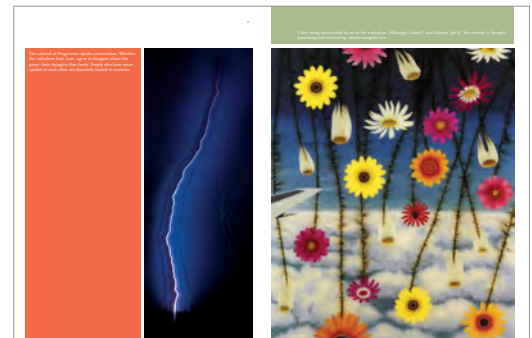
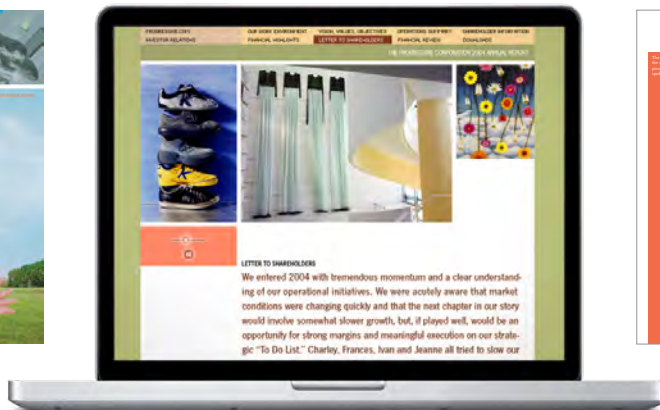
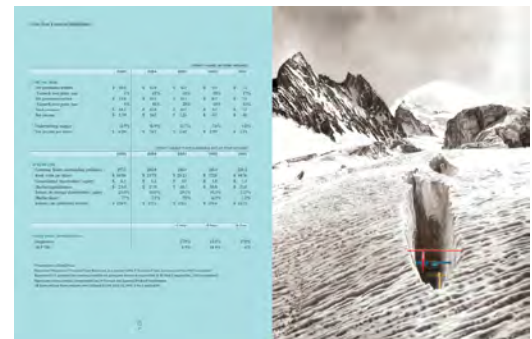
The N+S/Progressive collaboration has resulted in over 500 communications awards, making these books the most visible and praised works in the history of annual report design and production. These publications have the distinction of holding the most awards in the 46-year history of the Mead Annual Report Show as well as the 24-year history of the Black Book AR100.



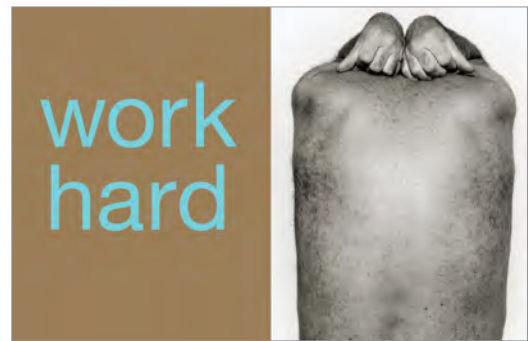
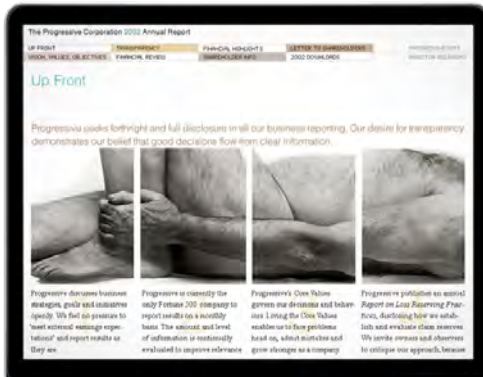
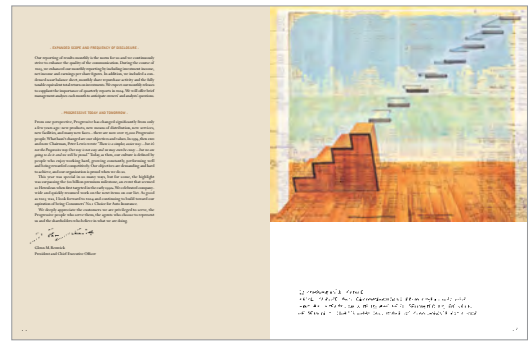
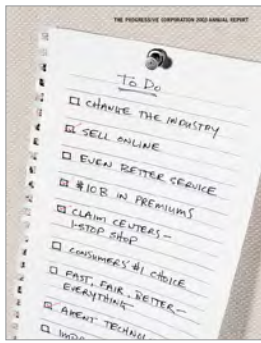
Left to right, top to bottom: The Progressive Corporation annual report covers ranging from 2009–1983. Artists included Marty Ackley, Carl Affarian, Nicholas Africano, Polly Apfelbaum, L.C. Armstrong, Dotty Attie, Jennifer Bartlett, Laura Battle, Tim Bavington, Donald Beachler, Robert Bechtle, Louise Belcourt, Larry Bell, Terry Berlier, Zeke Berman, Nayland Blake, Jonathan Borofsky, Sarah Brennenman, Carol K. Brown, Larry Brown, Tom Burckhardt, Kimberly Burleigh, Linda Burnham, Jo Anne Callis, Beth Campbell, Caleb Charland, Bruce Charlesworth, Greg Colson, Diana Cooper, John Coplans, Martí Cormand, Petah Coyne, Gregory Crewdson, Robert Cumming, Roy De Forest, Stephen Dean, Richard Diebenkorn, Jim Dine, Chris Duncan, Nancy Dwyer, Mark L. Emerson, Evergon, Rainer Fetting, Stephen Frailley, Valeriy Gerlovin, Rimma Gerlovina, John Glascock, David Goldes, Jack Goldstein, Red Grooms, Jody Guralnick, Jane Hammond, Keith Haring, Edward Henderson, Jose Antonio Hernandez-Diez, Tayo Heuser, Daina Higgins, David Hockney, Teun Hocks, David Humphrey, Jasper Johns, Larry Johnson, Kysa Johnson, Deborah Kass, Barbara Kasten, Alex Katz, Martha Keller, Károly Keserü, Jon Kessler, Scott King, Mark Klett, Barbara Kruger, Robert Kushner, Carter Kustera, John Lamka, Sherrie Levine, David Levinthal, Sol LeWitt, Roy Lichtenstein, Joan Linder, Sharon Loudon, Loretta Lux, Andrew Masullo, Sean Melly, Ed Mieczkowski, Julie Moos, Malcolm Morley, Matt Mullican, Vik Muniz, Russell Nachman, Brigitte Nahon, Michael Nakoneczny, James Nares, Shaun O'Dell, Robyn O'Neil, Claes Oldenburg, Claes Oldenburg, Annee Olofsson, Julian Opie, Deborah Oropallo, Sabina Ott, Robert ParkeHarrison, John Pearson, Ben Peterson, Raymond Pettibon, Julian Pozzi, Stephanie Pryor, David Rabinowitch, Judy Rifka, Kay Rosen, James Rosenquist, David Row, David Saunders, Jonathan Schipper, Randall Sellers, Beverly Semmes, Cindy Sherman, James Siena, Hollis Sigler, Amy Sillman, Claude Simard, Lorna Simpson, Aaron Siskind, Elena Sisto, Alexis Smith, Ken Sofer, Mark Soppeland, Serge Spitzer, Jered Sprecher, Jennifer Steinkamp, Frank Stella, Daniel Sturgis, Mitchell Syrop, Hadi Tabatabai, Dannielle Tegeder, Wayne Theibaud, Carlos Vega, Kara Walker, Sarah Walker, Andy Warhol, Andrea Way, William Wegman, David Wetzl, Michael Whittle, William Wiley, Megan Williams, Neil Winokur, Terry Winters, Robin Winters, Coke Wisdom O'Neal, Christopher Wool, Will Yackulic, Andy Yoder, and Daniel Zeller.



Top: 2009 Progressive annual report cover, website, and selected spread. Photographs by Coke Wisdom O'Neal. Middle: 2008 Progressive annual report cover, website, and selected spread. Photographs by Caleb Charland. Bottom: 2007 Progressive annual report cover, website, and selected spread. Drawings by Laura Battle, Tim Bavington, Louise Belcourt, Terry Berlier, Sarah Brenneman, Diana Cooper, Chris Duncan, Tayo Heuser, Kysa Johnson, Károly Keserü, Scott King, Mark L. Emerson, Andrew Masullo, Ed Mieczkowski, Julian Pozzi, Jonathan Schipper, Jered Sprecher, Daniel Sturgis, Hadi Tabatabai, Dannielle Tegeger, Sarah Walker, David Wetzl, Michael Whittle, Will Yackulic, and Daniel Zeller.



Top: 2006 Progressive annual report cover, website, and selected spread. Photographs by Julie Moos. **Middle:** 2005 Progressive annual report cover, website, and selected spread. Drawings by Carol K. Brown, Beth Campbell, Marti Cormand, Daina Higgins, Joan Linder, Russell Nachman, Shaun O'Dell, Robyn O'Neil, Ben Peterson, Randall Sellers, Andrea Way and David Wetzi. **Bottom:** 2004 Progressive annual report cover, website, and selected spread. Mixed media pieces by Polly Apfelbaum, L.C. Armstrong, Larry Bell, Tom Burckhardt, Petah Coyne, Stephen Dean, David Goldes, Jack Goldstein, Jose Antonio Hernandez-Diez, Jon Kessler, Sharon Loudon, Loretta Lux, Vik Muniz, Brigitte Nahon, Claes Oldenburg, Annee Olofsson, Julian Opie, Stephanie Pryor, David Rabinowitch, James Rosenquist, Beverly Semmes, Cindy Sherman, James Siena, Claude Simard, Aaron Siskind, Jennifer Steinkamp, Kara Walker, Andy Warhol, William Wegman, and Christopher Wool



Top: 2003 Progressive annual report cover, website, and selected spread. Drawings by Carlos Vega. **Middle:** 2002 Progressive annual report cover, website, and selected spread. Photographs by John Coplans. **Bottom:** 2001 Progressive annual report cover, website, and selected spread. Photographs by Robert ParkeHarrison.