



# MARKEL AMERICAN INSURANCE COMPANY

P.O. Box 906 Pewaukee, WI 53072-0906  
(262) 548-9880 Fax (262) 548-3288

Contact: Michelle Bell  
Phone: 262-548-9880 x3238  
Email: [mbell@markelcorp.com](mailto:mbell@markelcorp.com)

## **Markel American Insurance Company Sponsors The Iron Horse Hotel's Second Annual Moto Mentor Program**

WAUKESHA, WI – February 21, 2012: Markel American Insurance Company announced today their sponsorship of the BUILD Milwaukee Moto Mentor program for 2012. Markel American will be the Underwriting Sponsor of Bradley Technical and Trade High School for the second year in a row.

The [BUILD Milwaukee Moto Mentor Program](#) was created by The Iron Horse Hotel in 2011 and offers high school students an opportunity to learn about motorcycle restoration while also developing interpersonal and business skills. Teams from various high schools in Milwaukee and northern Illinois will make up this year's program. Teams include: Bradley Tech (Milwaukee, WI), Cedarburg High School (Cedarburg, WI), St. Francis High School (St. Francis, WI), Port Washington High School (Port Washington, WI), the Running Rebels Community Organization of Milwaukee (Milwaukee, WI), and North Shore Academy (Highland Park, IL). The competition challenges each team to rebuild a vintage Honda CB160/175. Each team will be given a budget of \$2,500 to purchase, restore, customize and produce an American Historic Racing Motorcycle Association legal GP200 road racer.

Mark Hoedel, a Motorcycle Claims Examiner at Markel, is excited to be a mentor for the second year in a row for his alma mater. "I met my team for the first time last week," says Hoedel. "While this new group of students doesn't have any motorcycle or automobile mechanical experience, I can already tell everyone wants to be there. I can't wait to get started!"

The 2012 BUILD Milwaukee Moto Mentor Program will kick off today, Tuesday, February 21<sup>st</sup> and run through Thursday, May 31<sup>st</sup>. At the end of the 100-day challenge, the bikes will be judged in four areas: Facebook Favorite (online social media-driven voting), Chassis Dynamometer, Art Bike (judged by a panel of regional experts), and Best of Show (on-site event voting). More information about the project and up-to-date progress can be found on the project's website, [www.buildmoto.com](http://www.buildmoto.com), and Facebook page, [www.facebook.com/buildmoto](http://www.facebook.com/buildmoto).

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### About Markel American Insurance Company:

Markel American Insurance Company (part of Markel Corporation) specializes in powersports insurance such as [motorcycle insurance](#), [boat insurance](#) and [ATV insurance](#). For more information, visit: [www.markelinsuresfun.com](http://www.markelinsuresfun.com).

### About Markel Corporation:

Markel Corporation markets and underwrites specialty insurance products and programs to a variety of niche markets. In each of these markets, the Company seeks to provide quality products and excellent customer service so that it can be a market leader. The financial goals of the Company are to earn consistent underwriting profits and superior investment returns to build shareholder value.

For more information on the Markel Group of companies, please visit [www.markelcorp.com](http://www.markelcorp.com).