

SERFF Tracking Number: FARM-125733414 State: Arkansas  
First Filing Company: Farmers Insurance Company, Inc., ... State Tracking Number: EFT \$100  
Company Tracking Number: AAR0801-203700, AAR0801-403700  
TOI: 19.0 Personal Auto Sub-TOI: 19.0002 Motorcycle  
Product Name: A-AR-2008-PA-F  
Project Name/Number: AR Motorcycle Rate/Rule Revision/A-08-AR2

## Filing at a Glance

Companies: Farmers Insurance Company, Inc., Mid-Century Insurance Company

Product Name: A-AR-2008-PA-F

TOI: 19.0 Personal Auto

Sub-TOI: 19.0002 Motorcycle

Filing Type: Rate/Rule

SERFF Tr Num: FARM-125733414 State: Arkansas

SERFF Status: Closed

Co Tr Num: AAR0801-203700,  
AAR0801-403700

Co Status:

Authors: Anahit Bekarian, Jeanette  
Campion, Gayane Rupchian, Mina  
Villegas, Chris SalvaCruz, Edmond  
Balaian, Karen Lacy

Date Submitted: 07/17/2008

State Tr Num: EFT \$100

State Status: Fees verified and  
received

Reviewer(s): Alexa Grissom, Betty  
Montesi

Disposition Date: 08/05/2008

Disposition Status: Filed

Effective Date Requested (New): 12/01/2008

Effective Date Requested (Renewal): 12/01/2008

Effective Date (New): 12/01/2008

Effective Date (Renewal):

State Filing Description:

## General Information

Project Name: AR Motorcycle Rate/Rule Revision

Project Number: A-08-AR2

Reference Organization:

Reference Title:

Filing Status Changed: 08/05/2008

State Status Changed: 07/24/2008

Corresponding Filing Tracking Number:

Filing Description:

Status of Filing in Domicile: Authorized

Domicile Status Comments:

Reference Number:

Advisory Org. Circular:

Deemer Date:

We respectfully submit for filing revisions to our Motorcycle Rate and Rules for our Farmers Insurance Company, Inc. and Mid-Century Insurance Company programs. We are designating this filing as a prior approval filing with an effective date of December 1, 2008 for both New Business and Renewals.

We have not reviewed these motorcycle rates in several years, and our premium has not kept pace with losses.

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## Company and Contact

### Filing Contact Information

Feliksa Barran, Manager - Business Feliksa\_Barran@farmersinsurance.com  
 Implementation  
 4700 Wilshire Blvd. (323) 932-3056 [Phone]  
 Los Angeles, CA 90010

### Filing Company Information

Farmers Insurance Company, Inc. CoCode: 21628 State of Domicile: Kansas  
 10850 Lowell Avenue Group Code: 212 Company Type:  
 Overland Park, KS 66210-1667 Group Name: State ID Number:  
 (323) 932-3056 ext. [Phone] FEIN Number: 48-0609012

Mid-Century Insurance Company CoCode: 21687 State of Domicile: California  
 4680 Wilshire Blvd. Group Code: 212 Company Type:  
 Los Angeles, CA 90010 Group Name: State ID Number:  
 (323) 932-3056 ext. [Phone] FEIN Number: 95-6016640

## Filing Fees

Fee Required? Yes  
 Fee Amount: \$100.00  
 Retaliatory? No  
 Fee Explanation: \$100 is the required fee for 2 companies - FICI & MC - for a total of \$200.00. Fees are applied via EFT.  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Farmers Insurance Company, Inc.	\$100.00	07/17/2008	21463120
Mid-Century Insurance Company	\$0.00	07/17/2008	
Mid-Century Insurance Company	\$0.00	07/22/2008	21531402

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Alexa Grissom	08/05/2008	08/05/2008

### Objection Letters and Response Letters

Objection Letters				Response Letters		
Status	Created By	Created On	Date Submitted	Responded By	Created On	Date Submitted
Pending Industry Response	Alexa Grissom	07/24/2008	07/24/2008	Mina Villegas	07/25/2008	07/25/2008

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State: Arkansas  
 State Tracking Number: EFT \$100  
 Sub-TOI: 19.0002 Motorcycle

## Disposition

Disposition Date: 08/05/2008  
 Effective Date (New): 12/01/2008  
 Effective Date (Renewal):  
 Status: Filed  
 Comment:

Company Name:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Premium:	Maximum % Change (where required):	Minimum % Change (where required):	Overall % Indicated Change:
Mid-Century Insurance Company	%	\$		\$	%	%	%
Farmers Insurance Company, Inc.	5.600%	\$33,764	227	\$602,925	%	%	5.600%

### Overall Rate Information for Multiple Company Filings

Overall Percentage Rate Indicated For This Filing	0.000%
Overall Percentage Rate Impact For This Filing	0.000%
Effect of Rate Filing-Written Premium Change For This Program	\$33,764
Effect of Rate Filing - Number of Policyholders Affected	227

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<b>Item Type</b>	<b>Item Name</b>	<b>Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	A-1 Private Passenger Auto Abstract	Filed	Yes
<b>Supporting Document</b>	APCS-Auto Premium Comparison Survey	Filed	Yes
<b>Supporting Document</b>	NAIC loss cost data entry document	Filed	Yes
<b>Supporting Document</b>	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	Filed	Yes
<b>Supporting Document</b>	Uniform Transmittal Document-Property & Casualty	Filed	Yes
<b>Supporting Document</b>	Cover memo	Filed	Yes
<b>Supporting Document</b>	Response to Objection Letter dated 07-24-2008	Filed	Yes

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## Objection Letter

Objection Letter Status Pending Industry Response

Objection Letter Date 07/24/2008

Submitted Date 07/24/2008

Respond By Date

Dear Feliksa Barran,

This will acknowledge receipt of the captioned filing. Please provide actuarial support for the proposed increase.

There is a mention of rule changes; however I did not locate any rules in the filing. Please clarify.

Please feel free to contact me if you have questions.

Sincerely,

Alexa Grissom

## Response Letter

Response Letter Status Submitted to State

Response Letter Date 07/25/2008

Submitted Date 07/25/2008

Dear Alexa Grissom,

### Comments:

We have attached our response to Objection Letter dated 07-24-2008. We are submitting the cover memo and Exhibit I as separate Actuarial Support.

### Response 1

Comments: We have attached our response to Objection Letter dated 07-24-2008. We are submitting Exhibit 1 as separate Actuarial support.

### Changed Items:

#### Supporting Document Schedule Item Changes

Satisfied -Name: Response to Objection Letter dated 07-24-2008

Comment:

No Form Schedule items changed.

*SERFF Tracking Number:* FARM-125733414                      *State:* Arkansas  
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*TOI:* 19.0 Personal Auto                      *Sub-TOI:* 19.0002 Motorcycle  
*Product Name:* A-AR-2008-PA-F  
*Project Name/Number:* AR Motorcycle Rate/Rule Revision/A-08-AR2

No Rate/Rule Schedule items changed.

Response to Objection Letter dated 07-24-2008

Sincerely,

Anahit Bekarian, Chris SalvaCruz, Edmond Balaian, Gayane Rupchian, Jeanette Campion, Karen Lacy, Mina Villegas

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State: Arkansas  
 State Tracking Number: EFT \$100  
 Sub-TOI: 19.0002 Motorcycle

## Rate Information

Rate data applies to filing.

**Filing Method:** Modified File & Use  
**Rate Change Type:** Increase  
**Overall Percentage of Last Rate Revision:** Increase  
**Effective Date of Last Rate Revision:**  
**Filing Method of Last Filing:** Modified File & Use

## Company Rate Information

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Premium:	Maximum % Change (where required):	Minimum % Change (where required):
Farmers Insurance Company, Inc.	5.600%	5.600%	\$33,764	227	\$602,925	%	%
Mid-Century Insurance Company	%	%				%	%

## Overall Rate Information for Multiple Company Filings

**Overall % Rate Indicated:**  
**Overall Percentage Rate Impact For This Filing:**  
**Effect of Rate Filing - Written Premium Change For This Program:** \$33,764

<i>SERFF Tracking Number:</i>	<i>FARM-125733414</i>	<i>State:</i>	<i>Arkansas</i>
<i>First Filing Company:</i>	<i>Farmers Insurance Company, Inc., ...</i>	<i>State Tracking Number:</i>	<i>EFT \$100</i>
<i>Company Tracking Number:</i>	<i>AAR0801-203700, AAR0801-403700</i>		
<i>TOI:</i>	<i>19.0 Personal Auto</i>	<i>Sub-TOI:</i>	<i>19.0002 Motorcycle</i>
<i>Product Name:</i>	<i>A-AR-2008-PA-F</i>		
<i>Project Name/Number:</i>	<i>AR Motorcycle Rate/Rule Revision/A-08-AR2</i>		

**Effect of Rate Filing - Number of Policyholders Affected:** 227



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## Supporting Document Schedules

<b>Bypassed -Name:</b>	A-1 Private Passenger Auto Abstract	<b>Review Status:</b> Filed	08/05/2008
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
<b>Bypassed -Name:</b>	APCS-Auto Premium Comparison Survey	<b>Review Status:</b> Filed	08/05/2008
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
<b>Bypassed -Name:</b>	NAIC loss cost data entry document	<b>Review Status:</b> Filed	08/05/2008
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
<b>Bypassed -Name:</b>	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	<b>Review Status:</b> Filed	08/05/2008
<b>Bypass Reason:</b>	Not applicable		
<b>Comments:</b>			
<b>Satisfied -Name:</b>	Uniform Transmittal Document- Property & Casualty	<b>Review Status:</b> Filed	08/05/2008
<b>Comments:</b>			
<b>Attachment:</b>	P&C transmittal.pdf		
<b>Satisfied -Name:</b>	Cover memo	<b>Review Status:</b> Filed	08/05/2008

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**Comments:**

**Attachment:**

Cover memo.pdf

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**Satisfied -Name:** Response to Objection Letter dated 07-24-2008  
**Review Status:** Filed 08/05/2008

**Comments:**

**Attachments:**

Cover memo.as Actuarial Support.pdf  
Exhibit 1 as Actuarial Support.pdf

## Property & Casualty Transmittal Document

<b>1. Reserved for Insurance Dept. Use Only</b>	<b>2. Insurance Department Use only</b> a. Date the filing is received: b. Analyst: c. Disposition: d. Date of disposition of the filing: e. Effective date of filing: <table style="width: 100%; border: none;"> <tr> <td style="width: 60%; border: none;">New Business</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;">Renewal Business</td> <td style="border: none;"></td> </tr> </table> f. State Filing #: g. SERFF Filing #: h. Subject Codes	New Business		Renewal Business	
New Business					
Renewal Business					

<b>3. Group Name</b>	<b>Group NAIC #</b>
Farmers Insurance Group of Companies	0212

4. Company, Inc	Domicile	NAIC #	FEIN #	
Farmers Insurance Company, Inc.	KS	21628	48-0609012	0212
Mid-Century Insurance Company	CA	21687	95-6016640	0212

<b>5. Company Tracking Number</b>	AAR0801-203700, AAR0801-403700
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**Contact Info of Filer(s) or Corporate Officer(s)** [include toll-free number]

6.	Name and address	Title	Telephone #s	FAX #	e-mail
	Vanessa Jackson 4700 Wilshire Blvd. Los Angeles, CA 90010		(323) 932-3805	(323) 932-3161	

7. Signature of authorized filer	
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8. Please print name of authorized filer	Mina Villegas
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**Filing information** (see General Instructions for descriptions of these fields)

9. Type of Insurance (TOI)	Personal Auto
10. Sub-Type of Insurance (Sub-TOI)	Motorcycle
11. State Specific Product code(s)(if applicable)[See State Specific Requirements]	19.0 / 19.0002
12. Company Program Title (Marketing title)	Motorcycle Rate/Rule Revision
13. Filing Type	<input type="checkbox"/> Rate/Loss Cost <input type="checkbox"/> Rules <input checked="" type="checkbox"/> Rates/Rules <input type="checkbox"/> Forms <input type="checkbox"/> Combination Rates/Rules/Forms <input type="checkbox"/> Withdrawal <input type="checkbox"/> Other (give description)
14. Effective Date(s) Requested	New: 12/01/2008      Renewal: 12/01/2008
15. Reference Filing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
16. Reference Organization (if applicable)	
17. Reference Organization # & Title	
18. Company's Date of Filing	July 17, 2008
19. Status of filing in domicile	<input type="checkbox"/> Not Filed <input type="checkbox"/> Pending <input type="checkbox"/> Authorized <input type="checkbox"/> Disapproved

## Property & Casualty Transmittal Document—

<b>20.</b>	<b>This filing transmittal is part of Company Tracking #</b>	AAR0801-203700, AAR0801-403700
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<b>21.</b>	<b>Filing Description</b> [This area can be used in lieu of a cover letter or filing memorandum and is free-form text]
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We respectfully submit for filing revisions to our Motorcycle Rate and Rules for our Farmers Insurance Company, Inc. and Mid-Century Insurance Company programs. We are designating this filing as a prior approval filing with an effective date of December 1, 2008, for both New Business and Renewals.

We have not reviewed these motorcycle rates in several years, and our premium has not kept pace with losses. Here is a summary of our calendar year results over the last three years:

### Combined Programs

Year	Earned Premium	Incurred Losses	Loss Ratio
2005	\$895,138	\$552,120	61.7%
2006	\$1,019,066	\$453,325	44.5%
2007	\$1,144,774	\$880,648	76.9%
<b>Total</b>	<b>\$3,058,978</b>	<b>\$1,886,093</b>	<b>61.7%</b>

<b>22.</b>	<b>Filing Fees</b> (Filer must provide check # and fee amount if applicable) [If a state requires you to show how you calculated your filing fees, place that calculation below]
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**Check: via EFT**

**Amount: \$100.00 per company (FICI & Mid-C) for total of \$200.00**

**Refer to each state's checklist for additional state specific requirements or instructions on calculating fees.**

**\*\*\*Refer to the each state's checklist for additional state specific requirements (i.e. # of additional copies required, other state specific forms, etc.)**



**FARMERS**

Vanessa Jackson  
4700 Wilshire Blvd.  
Los Angeles, CA 90010  
Phone: (323) 932-3805.

www.farmersinsurance.com

July 17, 2008

Honorable Julie Benafield Bowman  
Commissioner of Insurance  
Arkansas Insurance Department  
1200 West Third Street  
Little Rock, Arkansas 72201-1904

**Subject: Motorcycle Rate and Rule Revisions**

Company	Reference Number	NAIC No.	Group No.
Farmers Insurance Company, Inc	AAR0801-203700	21628	0212
Mid-Century Insurance Company	AAR0801-403700	21687	0212

Dear Commissioner:

We respectfully submit for filing revisions to our Motorcycle Rate and Rules for our Farmers Insurance Company, Inc. and Mid-Century Insurance Company programs. We are designating this filing as a prior approval filing with an effective date of December 1, 2008, for both New Business and Renewals.

We have not reviewed these motorcycle rates in several years, and our premium has not kept pace with losses. Here is a summary of our calendar year results over the last three years:

#### Combined Programs

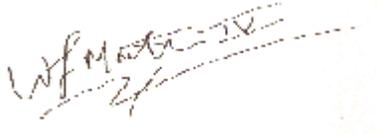
Year	Earned Premium	Incurred Losses	Loss Ratio
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2007	\$1,144,774	\$880,648	76.9%
<b>Total</b>	<b>\$3,058,978</b>	<b>\$1,886,093</b>	<b>61.7%</b>

The three calendar-year loss experience in Arkansas indicates that an overall rate change of 5.6% will be necessary to reach our 58.4% target permissible loss ratio. (As the Mid-Century Insurance Company program is very small, data for the two programs is combined.) In this submission, we are proposing to raise base rates by 5.6%. We would like to note that our average premium per policy in Arkansas is only \$199.00, so the proposed average increase per policy is only \$12.00. As of December 2007, we had 2,796 policies in force in the Farmers Insurance Company, Inc. Program and 227 policies in force in the Mid-Century Insurance Company program.

Final printed pages will be provided upon approval of this filing.

Your acknowledgement of receipt of this submission is greatly appreciated. Should you have any questions on this material or require further information, please contact Vanessa Jackson at (323) 932-3805.

Sincerely,  
FARMERS INSURANCE COMPANY, INC.  
MID-CENTURY INSURANCE COMPANY

A handwritten signature in dark ink, appearing to read "Wf Martin", is written over a faint, dotted rectangular stamp. The signature is slanted and includes a large flourish at the end.

Bill Martin, CPCU  
Senior Vice-President, Auto Product Management

By: Vanessa Jackson  
Auto Product Management



**FARMERS**

Vanessa Jackson  
4700 Wilshire Blvd.  
Los Angeles, CA 90010  
Phone: (323) 932-3805.  
  
www.farmersinsurance.com

July 25, 2008

Honorable Julie Benafield Bowman  
Commissioner of Insurance  
Arkansas Insurance Department  
1200 West Third Street  
Little Rock, Arkansas 72201-1904

Attn.: Alexa Grissom  
Property & Casualty

**Subject: Motorcycle Rate and Rule Revisions**

Company	Reference Number	NAIC No.	Group No.
Farmers Insurance Company, Inc	AAR0801-203700	21628	0212
Mid-Century Insurance Company	AAR0801-403700	21687	0212

Dear Ms. Grissom:

We respectfully submit for filing revisions to our Motorcycle Rate and Rules for our Farmers Insurance Company, Inc. and Mid-Century Insurance Company programs. We are designating this filing as a prior approval filing with an effective date of December 1, 2008, for both New Business and Renewals.

We have not reviewed these motorcycle rates in several years, and our premium has not kept pace with losses. Exhibit 1 provides a summary of our calendar year results over the last three years.

The three calendar-year loss experience in Arkansas indicates that an overall rate change of 5.6% will be necessary to reach our 58.4% target permissible loss ratio. (As the Mid-Century Insurance Company program is very small, data for the two programs is combined.) In this submission, we are proposing to raise base rates by 5.6%. We would like to note that our average premium per policy in Arkansas is only \$199.00, so the proposed average increase per policy is only \$12.00. As of December 2007, we had 2,796 policies in force in the Farmers Insurance Company, Inc. Program and 227 policies in force in the Mid-Century Insurance Company program.

Final printed pages will be provided upon approval of this filing.

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Sincerely,  
FARMERS INSURANCE COMPANY, INC.  
MID-CENTURY INSURANCE COMPANY

By: Vanessa Jackson  
Auto Product Management

**Exhibit 1**  
**Farmers and Mid-Century Data Combined**

<b>Year</b>	<b>Earned Premium</b>	<b>Incurred Losses</b>	<b>Loss Ratio</b>
<b>2005</b>	\$895,138	\$552,120	61.7%
<b>2006</b>	\$1,019,066	\$453,325	44.5%
<b>2007</b>	\$1,144,774	\$880,648	76.9%
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