

SERFF Tracking Number: AOIC-126261207 State: Arkansas
Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
Company Tracking Number: PPA-AR-01-08/19/2009-01
TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Filing at a Glance

Company: Auto-Owners Insurance Company

Product Name: Private Passenger Auto

TOI: 19.0 Personal Auto

Sub-TOI: 19.0001 Private Passenger Auto (PPA)

Filing Type: Rate/Rule

SERFF Tr Num: AOIC-126261207

SERFF Status: Closed-Filed

Co Tr Num: PPA-AR-01-08/19/2009-01

Authors: Hilary Ludema, Mike Billings, Corey DeGoffau, Dave Roland, Darren Bolinger, Chasity Dawson, Rose Cross, Martina Celebrezze, Steven Shedlock, Torye Santucci, Adam Dancer, Christine Ferrini

Date Submitted: 08/21/2009

State: Arkansas

State Tr Num: EFT \$100

State Status: Fees verified and received

Reviewer(s): Alexa Grissom, Betty Montesi

Disposition Date: 12/17/2009

Disposition Status: Filed

Effective Date Requested (New): 10/08/2009

Effective Date Requested (Renewal): 11/13/2009

Effective Date (New): 02/15/2010

Effective Date (Renewal): 03/23/2010

State Filing Description:

General Information

Project Name: Custom Insurance Score Implementation

Project Number: PPA-AR-01-08/19/2009-01

Status of Filing in Domicile: Authorized

Domicile Status Comments: Our custom insurance score model and factors have been filed and approved in Michigan.

Reference Organization:

Reference Title:

Filing Status Changed: 12/17/2009

State Status Changed: 08/25/2009

Created By: Mike Billings

Corresponding Filing Tracking Number:

Filing Description:

Reference Number:

Advisory Org. Circular:

Deemer Date:

Submitted By: Mike Billings

SERFF Tracking Number: AOIC-126261207 State: Arkansas
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The Auto-Owners Insurance Company of Lansing, Michigan submits for your review the rates and rules of our new Insurance Score Model that was approved on December 18, 2008 with SERFF tracking number AOIC-125939618. With the implementation of these factors, we will be adjusting the base rates to result in an overall +2.5% for our Private Passenger Automobile program. The changes submitted will apply to all Private Passenger Automobiles and Miscellaneous Vehicles rated under our Standard, Premier, and A+ programs.

The proposed effective dates are as follows: New Business October 8, 2009
 Renewals November 13, 2009

The overall annual effect of this filing is estimated to be a change of \$108,228 or 2.5%.

In order to estimate the rate impact for this change, we ordered new insurance scores for approximately 128,000 of our policy holders who currently have an insurance score. It was more cost effective to do this, rather than order all policy holders' insurance scores.

The following table shows the base rate (age 30, pleasure use, territory 8, symbol 05, model year 2002) adjustments proposed with this filing. Present and proposed annual base rates are as follows:

Coverage	Standard		Premier/A+	
	From	To	From	To
100/300 Bodily Injury	390	400	352	360
\$100,000 Property Damage	270	298	244	268
\$5,000 Medical Payments	66	70	60	64
Full Comprehensive	242	246	218	222
\$100 Collision	474	508	426	458

We are modifying territory relativities in the following territories:

05 – Benton and Washington Counties, 06 – Crawford and Sebastian Counties, 09 – Pulaski County, and 10 – Faulkner and Lonoke Counties.

We are increasing our Comprehensive only minimum premium to \$25.00 semi-annually.

Company and Contact

Filing Contact Information

Hilary Ludema, Manager, Personal Auto ludema.hilary@aoins.com
 Actuarial
 6101 Anacapri Blvd 517-323-1284 [Phone]

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Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Lansing, MI 48917 517-323-8796 [FAX]

Filing Company Information

Auto-Owners Insurance Company CoCode: 18988 State of Domicile: Michigan
P.O. Box 30660 Group Code: 280 Company Type: PC
Lansing, MI 48909-8160 Group Name: Auto-Owners Ins State ID Number:
Group
(800) 346-0346 ext. [Phone] FEIN Number: 38-0315280

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$100 for Auto-Owners Insurance Company
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Auto-Owners Insurance Company	\$100.00	08/21/2009	30031556

SERFF Tracking Number: AOIC-126261207 State: Arkansas
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 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Alexa Grissom	12/17/2009	12/17/2009
Filed	Alexa Grissom	09/10/2009	09/10/2009

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	09/03/2009	09/03/2009	Mike Billings	09/08/2009	09/09/2009
Pending Industry Response	Alexa Grissom	08/25/2009	08/25/2009	Mike Billings	08/26/2009	08/31/2009

Amendments

Schedule	Schedule Item Name	Created By	Created On	Date Submitted
Rate	Base Rates	Mike Billings	12/08/2009	12/08/2009
Rate	Insurance Score Rule	Mike Billings	11/24/2009	12/08/2009

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Acts of Nature	Note To Reviewer	Mike Billings	11/17/2009	11/17/2009
Acts of Nature	Note To Filer	Alexa Grissom	11/10/2009	11/10/2009

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Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Effective Dates Note To Reviewer Mike Billings 10/23/2009 10/23/2009

SERFF Tracking Number: AOIC-126261207 State: Arkansas
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 TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Disposition

Disposition Date: 12/17/2009

Effective Date (New): 02/15/2010

Effective Date (Renewal): 03/23/2010

- Effective Date (New) changed from 10/08/2009 to 12/16/2009 and Effective Date (Renewal) changed from 11/13/2009 to 01/21/2010 by Grissom, Alexa on 10/29/2009.

Status: Filed

Comment:

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Auto-Owners Insurance Company	3.800%	2.500%	\$108,228	3,416	\$4,247,490	5.400%	-1.300%

SERFF Tracking Number: AOIC-126261207 State: Arkansas
 Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
 Company Tracking Number: PPA-AR-01-08/19/2009-01
 TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	A-1 Private Passenger Auto Abstract	Filed	Yes
Supporting Document (revised)	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document (revised)	NAIC loss cost data entry document	Filed	Yes
Supporting Document	NAIC loss cost data entry document	Filed	Yes
Supporting Document	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	Filed	Yes
Supporting Document	Rate Change Experience Summary	Filed	Yes
Supporting Document	Cover Letter	Filed	Yes
Supporting Document	Cover Letter & Territory Experience	Filed	Yes
Rate (revised)	Base Rates	Filed	Yes
Rate	Base Rates	Filed	Yes
Rate	Medical Payments	Filed	Yes
Rate	Model Years	Filed	Yes
Rate	Premium Calculation	Filed	Yes
Rate	Territory Relativities	Filed	Yes
Rate	Insurance Score Relativities	Filed	Yes
Rate	ULRV - Deductibles	Filed	Yes
Rate	ULRV - Limits of Liability	Filed	Yes
Rate	ULRV - Model Years	Filed	Yes
Rate (revised)	Insurance Score Rule	Filed	Yes
Rate	Insurance Score Rule	Filed	Yes

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 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Disposition

Disposition Date: 09/10/2009
 Effective Date (New): 12/16/2009
 Effective Date (Renewal): 01/21/2010
 Status: Filed
 Comment:

Company Name:	Overall % Indicated Change:	Overall % Rate Impact:	Written Premium Change for this Program:	# of Policy Holders Affected for this Program:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Auto-Owners Insurance Company	3.800%	2.500%	\$108,228	3,416	\$4,247,490	5.400%	-1.300%

SERFF Tracking Number: AOIC-126261207 State: Arkansas
 Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
 Company Tracking Number: PPA-AR-01-08/19/2009-01
 TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	A-1 Private Passenger Auto Abstract	Filed	Yes
Supporting Document (revised)	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document	APCS-Auto Premium Comparison Survey	Filed	Yes
Supporting Document (revised)	NAIC loss cost data entry document	Filed	Yes
Supporting Document	NAIC loss cost data entry document	Filed	Yes
Supporting Document	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	Filed	Yes
Supporting Document	Rate Change Experience Summary	Filed	Yes
Supporting Document	Cover Letter	Filed	Yes
Supporting Document	Cover Letter & Territory Experience	Filed	Yes
Rate (revised)	Base Rates	Filed	Yes
Rate	Base Rates	Filed	Yes
Rate	Medical Payments	Filed	Yes
Rate	Model Years	Filed	Yes
Rate	Premium Calculation	Filed	Yes
Rate	Territory Relativities	Filed	Yes
Rate	Insurance Score Relativities	Filed	Yes
Rate	ULRV - Deductibles	Filed	Yes
Rate	ULRV - Limits of Liability	Filed	Yes
Rate	ULRV - Model Years	Filed	Yes
Rate (revised)	Insurance Score Rule	Filed	Yes
Rate	Insurance Score Rule	Filed	Yes

SERFF Tracking Number: AOIC-126261207 State: Arkansas
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Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Objection Letter

Objection Letter Status Pending Industry Response
Objection Letter Date 09/03/2009
Submitted Date 09/03/2009
Respond By Date

Dear Hilary Ludema,

This will acknowledge receipt of the captioned filing. The APCS failed when our Director analyzed it. The effective date is not a date, and it is linked to another worksheet. Please simply fill in the worksheet and submit it.

Please feel free to contact me if you have questions.

Sincerely,
Alexa Grissom

Response Letter

Response Letter Status Submitted to State
Response Letter Date 09/08/2009
Submitted Date 09/09/2009

Dear Alexa Grissom,

Comments:

Thank you for your review of our filing.

Response 1

Comments: The APCS form has been corrected and uploaded to the Supporting Documents tab. We would like to change the effective dates for this filing as follows: 12/16/2009 New Business and 01/21/2010 Renewal Business.

Changed Items:

Supporting Document Schedule Item Changes

Satisfied -Name: APCS-Auto Premium Comparison Survey

Comment: The date field has been filled with our New Business date and the links have been removed from the premium fields.

No Form Schedule items changed.

SERFF Tracking Number: AOIC-126261207 *State:* Arkansas
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TOI: 19.0 Personal Auto *Sub-TOI:* 19.0001 Private Passenger Auto (PPA)
Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

No Rate/Rule Schedule items changed.

We hope this allows you to complete your review of our filing.

Sincerely,

Adam Dancer, Chasity Dawson, Christine Ferrini, Corey DeGoffau, Darren Bolinger, Dave Roland, Hilary Ludema, Martina Celebrezze, Mike Billings , Rose Cross, Steven Shedlock, Torye Santucci

SERFF Tracking Number: AOIC-126261207 State: Arkansas
Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
Company Tracking Number: PPA-AR-01-08/19/2009-01
TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Objection Letter

Objection Letter Status Pending Industry Response

Objection Letter Date 08/25/2009

Submitted Date 08/25/2009

Respond By Date

Dear Hilary Ludema,

This will acknowledge receipt of the captioned filing. Please submit the required Rf-1 abstract. Also, please provide justification for the territorial revisions. Additionally, please review Ark. Code Ann. 23-67-401 through 415 and advise the Department of your compliance.

Please feel free to contact me if you have questions.

Sincerely,

Alexa Grissom

Response Letter

Response Letter Status Submitted to State

Response Letter Date 08/26/2009

Submitted Date 08/31/2009

Dear Alexa Grissom,

Comments:

Thank you for your review of our filing. Please see the Supporting Document tab for our responses to the objection letter dated 08/25/2009.

Response 1

Comments: We have included additional information on the response cover letter regarding our conversions from current score to new model score. We would like to change the effective dates for this filing as follows: 12/16/2009 New Business and 01/21/2010 Renewal Business.

Changed Items:

Supporting Document Schedule Item Changes

Satisfied -Name: NAIC loss cost data entry document

Comment:

Satisfied -Name: Cover Letter & Territory Experience

SERFF Tracking Number: AOIC-126261207 *State:* Arkansas
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TOI: 19.0 Personal Auto *Sub-TOI:* 19.0001 Private Passenger Auto (PPA)
Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Note To Filer

Created By:

Alexa Grissom on 11/10/2009 11:53 AM

Last Edited By:

Alexa Grissom

Submitted On:

11/10/2009 11:53 AM

Subject:

Acts of Nature

Comments:

If the insured may receive an increase in premium due to natural causes. Please review Directive No. 2-2009 and advise the Department how you are complying with such.

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Product Name: Private Passenger Auto
Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Note To Reviewer

Created By:

Mike Billings on 10/23/2009 02:47 PM

Last Edited By:

Mike Billings

Submitted On:

10/23/2009 02:47 PM

Subject:

Effective Dates

Comments:

We would like to revise the effective dates for this filing. We would like to change the effective dates to 12/16/2009 New Business and 01/21/2010 Renewal Business. Thank you,

SERFF Tracking Number: AOIC-126261207 State: Arkansas
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Rate Information

Rate data applies to filing.

Filing Method: File & Use
Rate Change Type: Increase
Overall Percentage of Last Rate Revision: 2.100%
Effective Date of Last Rate Revision: 07/13/2008
Filing Method of Last Filing: 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:	Written Premium for this Program:	Maximum % Change (where required):	Minimum % Change (where required):
Auto-Owners Insurance Company	3.800%	2.500%	\$108,228	3,416	\$4,247,490	5.400%	-1.300%

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 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Rate/Rule Schedule

Schedule Item	Exhibit Name:	Rule # or Page	Rate Action	Previous State Filing Attachments
Status:		#:		Number:
Filed 12/17/2009	Base Rates	AOAPZ065	Replacement	AOAPZ065.pdf
Filed 09/10/2009	Medical Payments	AOAPZ066	Replacement	AOAPZ066.pdf
Filed 09/10/2009	Model Years	AOAPZ072	Replacement	AOAPZ072.pdf
Filed 09/10/2009	Premium Calculation	AOAPZ068	Replacement	AOAPZ068.pdf
Filed 09/10/2009	Territory Relativities	AOAPZ071	Replacement	AOAPZ071.pdf
Filed 09/10/2009	Insurance Score Relativities	AOAPZ067	New	AOAPZ067.pdf
Filed 09/10/2009	ULRV - Deductibles	AOAPZ069	Replacement	AOAPZ069.pdf
Filed 09/10/2009	ULRV - Limits of Liability	AOAPZ070	Replacement	AOAPZ070.pdf
Filed 09/10/2009	ULRV - Model Years	AOAPZ073	Replacement	AOAPZ073.pdf
Filed 12/17/2009	Insurance Score Rule	AOUPZ497	Replacement	AOUPZ497.pdf

Auto-Owners Standard
Auto-Owners Premier

BASE RATES**Arkansas****SEMI-ANNUAL BASE RATES**

<u>Coverage</u>	<u>Auto-Owners Standard</u>	<u>Auto-Owners Premier</u>
100/300 BI	\$200	\$180
100,000 PD	\$150	\$135
100/300 UM	\$20	\$18
100/300 UIM	\$30	\$27
FULL COMP	\$123	\$111
\$100 COLL	\$254	\$229
\$140/wk DI	\$3	\$3

**Auto-Owners Standard
Auto-Owners Premier**

**ADDITIONAL RATING
FACTORS AND PREMIUMS**

Arkansas

[Auto-Owners Standard](#)
[Auto-Owners Premier](#)

AUTOMOBILE MEDICAL AND HOSPITAL BENEFITS
Semi-Annual Premiums

Auto-Owners Standard

LIMITS PER PERSON

Each Insured	\$5,000	\$10,000
Individual or Husband and Wife		
Any operator under the age of 25	\$52.00	\$80.00
All other operators	\$35.00	\$54.00
Named Person		
Per Named Person	\$35.00	\$54.00

Auto-Owners Premier

LIMITS PER PERSON

Each Insured	\$5,000	\$10,000
Individual or Husband and Wife		
Any operator under the age of 25	\$47.00	\$73.00
All other operators	\$32.00	\$49.00
Named Person		
Per Named Person	\$32.00	\$49.00

Auto-Owners Standard
Auto-Owners Premier

**ADDITIONAL RATING
FACTORS AND PREMIUMS**

Arkansas

[Future Model Year
Model Year Relativities](#)

MODEL YEAR RELATIVITIES

For future model years which do not have a factor listed, multiply the factor for the next previous model year by 1.05 for Comprehensive and 1.05 for Collision.

<u>Model Year</u>	<u>Comp.</u>	<u>Coll.</u>	<u>Model Year</u>	<u>Comp.</u>	<u>Coll.</u>
2011	1.390	1.510	1999	0.830	0.820
2010	1.320	1.440	1998	0.770	0.760
2009	1.260	1.370	1997	0.750	0.730
2008	1.200	1.300	1996	0.710	0.680
2007	1.150	1.250	1995	0.680	0.640
2006	1.120	1.200	1994	0.650	0.610
2005	1.090	1.150	1993	0.620	0.580
2004	1.060	1.100	1992	0.590	0.560
2003	1.030	1.050	1991	0.570	0.530
2002	1.000	1.000	1990	0.540	0.500
2001	0.940	0.930	1989&Prior	0.510	0.460
2000	0.880	0.870			

For Base Rates refer to {{AR PA Base Rates}}

Auto-Owners Standard
Auto-Owners Premier

PREMIUM CALCULATION

Arkansas

STEP#	
1	SEMI-ANNUAL BASE RATE X 2
2	TERRITORY RELATIVITY
3	PREMIUM GROUP RELATIVITY
4	LIMIT RELATIVITY
5	COMBINED SINGLE LIMIT FACTOR (.975)
6	COST SYMBOL RELATIVITY
7	MODEL YEAR RELATIVITY
8	DEDUCTIBLE RELATIVITY
9	POLICY TERM PRORATE FACTOR - \$ ROUND (EX: .50 FOR SEMI-ANNUAL & 1.00 FOR ANNUAL)
10	PHYSICAL DAMAGE PLUS
11	**SPECIAL FACTORS
12	SPECIAL LEASED VEHICLE FACTOR/LOAN GAP SURCHARGE
13	ANTI-LOCK BRAKE DISCOUNT FACTOR
14	ANTI-THEFT DEVICE DISCOUNT FACTOR
15	SPECIALTY VEHICLE SURCHARGE FACTOR
16	AIRBAG DISCOUNT FACTOR
17	SPECIAL MOTORHOME FACTOR
18	GOLF CART FACTOR
19	MULTI-CAR DISCOUNT FACTOR
20	COMPANY CAR DISCOUNT FACTOR
21	BROADENED COVERAGE FOR NAMED INDIVIDUALS-DRIVE OTHER CARS
22	EXTENDED COVERAGE-NON OWNED AUTOMOBILES FURNISHED OR AVAILABLE FOR REGULAR USE
23	GOOD STUDENT DISCOUNT FACTOR
24	STUDENT AWAY DISCOUNT FACTOR
25	CONVICTION*ACCIDENT SURCHARGE FACTOR
26	BORDERLINE FACTOR
27	DEFENSIVE DRIVER DISCOUNT FACTOR
28	WAIVER OF COLLISION DEDUCTIBLE

29	AUTO/DWELLING FIRE MULTI-POLICY DISCOUNT										
30	AUTO/HOME MULTI-POLICY DISCOUNT										
31	AUTO/LIFE MULTI-POLICY DISCOUNT										
32	AUTO/UMBRELLA MULTI-POLICY DISCOUNT										
33	COLLEGE GRADUATE FACTOR										
34	A+ DISCOUNT										
35	INSURANCE SCORING										
36	PAID IN FULL DISCOUNT FACTOR										
37	CENT ROUND										
STEP#	BI	PD	MB	UM	UIM	UMPD	COMP	COLL	AE	RTS	ID
1											
2	X	X					X	X			
3	X	X					X	X			
4	X	X		X	X						
5	X	X									
6							X	X			
7							X	X			
8							X	X			
9	X	X	X	X	X	X	X	X	X	X	X
10							X	X			
11											
12							X	X			
13	X	X						X			
14							X				
15	X	X	X				X	X			
16			X								
17	X	X	X	X	X	X	X	X	X	X	X
18	X	X	X	X	X	X	X	X	X	X	X
19	X	X	X	X	X	X	X	X	X	X	X
20	X	X	X	X	X	X		X	X	X	X
21	X	X						X			

22	X	X									
23	X	X	X	X	X	X	X	X	X	X	X
24	X	X	X				X	X	X	X	X
25	X	X	X					X			
26	X	X	X	X	X	X	X	X			X
27	X	X		X	X	X		X			
28								+			
29	X	X	X	X	X	X	X	X	X	X	X
30	X	X	X	X	X	X	X	X	X	X	X
31	X	X	X	X	X	X	X	X	X	X	X
32	X	X	X	X	X	X	X	X	X	X	X
33	X	X	X	X	X	X	X	X	X	X	X
34	X	X	X	X	X	X	X	X	X	X	X
35	X	X	X	X	X	X	X	X	X	X	X
36	X	X	X	X	X	X	X	X	X	X	X
***37											

TOTAL ITEM PREMIUM #37 (SUM OF COVERAGE TOTALS)=

NOTE: ROUND AT STEPS #9 & 37. DO NOT ROUND AT ANY OTHER POINT IN THE PREMIUM CALCULATION.

**Driver Training Cars, School Auto, Funeral Car, Antique, Emergency, Lic. RV, Named Non-Owner, Classic, Converted Vehicle

*****MINIMUM PREMIUM:** There is a \$1.00 minimum premium charge applied to all coverages except comprehensive. A \$25.00 semi-annual minimum premium will apply to private passenger automobiles, motor homes, mobile homes, vacation/camping trailers, antique automobiles, classic automobiles, corvettes, converted automobiles, and assembled automobiles with comprehensive coverage only.

**Auto-Owners Standard
Auto-Owners Premier**

TERRITORY RELATIVITIES

Arkansas

TERRITORY	BI	PD	UM	COMP	COLL
1	1.18	1.18	1.00	1.82	1.41
2	1.13	1.13	1.00	1.74	1.39
3	0.89	0.89	1.00	1.40	1.09
4	0.75	0.75	1.00	1.06	1.02
5	0.90	0.90	1.00	0.83	1.00
6	0.89	0.89	1.00	0.82	0.92
7	1.03	1.03	1.00	0.92	1.11
8	1.00	1.00	1.00	1.00	1.00
9	1.09	1.09	1.00	0.86	1.09
10	1.00	1.00	1.00	1.00	1.03
11	1.26	1.26	1.00	1.27	1.26
12	0.85	0.85	1.00	1.78	1.14
13	1.30	1.30	1.00	1.69	1.43
14	1.03	1.03	1.00	2.13	1.37
15	1.25	1.25	1.00	2.14	1.51
16	1.19	1.19	1.00	2.03	1.40
17	1.03	1.03	1.00	2.13	1.37
18	0.99	0.99	1.00	0.98	0.98
19	0.85	0.85	1.00	1.46	1.11
20	0.75	0.75	1.00	1.68	1.04

For Territories refer to {{AR PA Territory Schedule}}

AOAPZ069

**Auto-Owners
Auto-Owners Premier**

UNLICENSED RECREATIONAL VEHICLES

Arkansas

Deductibles

\$25 Ded. Comp.

0.95

For other deductibles, refer to {{AR PA Deductibles}}

**Auto-Owners
Auto-Owners Premier**

UNLICENSED RECREATIONAL VEHICLES

Arkansas

LIMITS OF LIABILITY - BASIS OF PREMIUM RATING

Liability Coverage (Bodily Injury, Property Damage, Excess Medical Payments)

Manual rates provide liability for all damages because of bodily injury or property damage as a result of any one occurrence. A \$500 limit for excess medical payments is included except for two wheel vehicles.

Uninsured Motorist

The limit shall be the financial responsibility limit of the state. Each vehicle must be insured specifically.

Comprehensive and Collision

Coverage is written on the cost price new of the vehicle when sold new or, if a "homemade" vehicle, the cost of manufacture and the model year. A homemade vehicle shall be the model year of manufacture. The \$25 Comprehensive deductible is an additional option for the unlicensed recreational vehicle program. Owned trailers used to transport the named insured's recreational motor vehicle on public streets and highways may be insured for a flat charge with the option of additional deductibles.

Refer to {{AR PA Deductibles}} or {{AR ULRV Liability Rates}} or {{AR ULRV Physical Damage Coverage}}

**Auto-Owners
Auto-Owners Premier**

UNLICENSED RECREATIONAL VEHICLES

Arkansas

MODEL YEAR RELATIVITIES

For future model years which do not have a factor listed, multiply the factor for the next previous model year by 1.05.

<u>Model Year</u>	<u>Comp.</u>	<u>Coll.</u>	<u>Model Year</u>	<u>Comp.</u>	<u>Coll.</u>
2011	1.55	1.55	1996	0.75	0.75
2010	1.48	1.48	1995	0.70	0.70
2009	1.41	1.41	1994	0.70	0.70
2008	1.34	1.34	1993	0.67	0.67
2007	1.28	1.28	1992	0.64	0.64
2006	1.22	1.22	1991	0.58	0.58
2005	1.16	1.16	1990	0.53	0.53
2004	1.10	1.10	1989	0.48	0.48
2003	1.05	1.05	1988	0.44	0.44
2002	1.00	1.00	1987	0.40	0.40
2001	0.95	0.95	1986	0.37	0.37
2000	0.90	0.90	1985	0.34	0.34
1999	0.86	0.86	1984	0.29	0.29
1998	0.82	0.82	1983 & Prior	0.25	0.25
1997	0.78	0.78			

INSURANCE SCORE

A rating factor will be applied to all coverages (except the Personal Automobile Plus Package) based on the Insurance Score and age of a named insured. The Insurance Score is developed from credit related information including: types of accounts, balances, dates opened, and account activity, plus public record items and inquiries initiated by the insured. Refer to [{{AR PA Insurance Score Relativities}}](#) for rating factors.

Application of Insurance Score

1. New Business: The Insurance Score will be applied to all new business.
2. The policy Declarations will show the Insurance Score used. The scores range from X001 to X997. If there is No Score or Neutral, it will also be shown on the Declarations.
3. The Insurance Score will be ordered annually.
4. **Renewal Procedures:**
 - a. Each renewal term, the actual Insurance Score will be compared to the Insurance Score used in rating the policy of the previous term.
 - b. If the actual Insurance Score is lower than the Insurance Score used in rating the policy of the previous term, the Insurance Score for the new term will remain the same.
 - c. If the actual Insurance Score is higher than the Insurance Score used in rating the policy of the previous term, the actual Insurance Score will be applied without limitation.
5. The Insurance Score, including No Score, will apply for a minimum of 12 months except in cases where corrections have been made for errors in the insured's credit history file with the national credit bureaus. A higher score obtained in this process will be applied back to the beginning of the current policy term.
6. A Neutral score indicates that the insured's credit report has been influenced negatively by an extenuating life circumstance such as divorce, death of a spouse or temporary loss of employment. In cases of divorce or death of a spouse, a named insured may either use the existing score, use their new score or have a Neutral score applied, whichever is higher.

SERFF Tracking Number: AOIC-126261207 State: Arkansas
 Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
 Company Tracking Number: PPA-AR-01-08/19/2009-01
 TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	A-1 Private Passenger Auto Abstract	Filed	09/10/2009

Comments:

Attachment:

Signed A-1 Abstract.pdf

		Item Status:	Status Date:
Satisfied - Item:	APCS-Auto Premium Comparison Survey	Filed	09/10/2009

Comments:

The date field has been filled with our New Business date and the links have been removed from the premium fields.

Attachment:

APCS Form.xls

		Item Status:	Status Date:
Satisfied - Item:	NAIC loss cost data entry document	Filed	09/10/2009

Comments:

Attachment:

AR RF-1 Abstract.pdf

		Item Status:	Status Date:
Bypassed - Item:	NAIC Loss Cost Filing Document for OTHER than Workers' Comp	Filed	09/10/2009

Bypass Reason: Does not apply to this filing.

Comments:

		Item Status:	Status
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ARKANSAS INSURANCE DEPARTMENT
FORM A-1 PRIVATE PASSENGER AUTOMOBILE ABSTRACT

Instructions: All questions must be answered. If the answer is "none" or "Not applicable, so state. If all questions are not answered, the filing will not be accepted for review by the Department. Use a separate abstract for each company if filing for a group. Subsequent private passenger auto rate/rule submissions that do not alter the information contained herein need not include this form.

Company Name Auto-Owners Insurance Company
NAIC # (including group #) 280-18988

1. Are there any areas in the State of Arkansas in which your company will not write automobile insurance? Yes No
If yes, list the areas: _____

2. Do you furnish a market for young drivers? Yes No

3. Do require collateral business to support a youthful driver? Yes No

4. Do you insure drivers with an international or foreign driver's license? Yes No

5. Specify the percentage you allow in credit or discounts for the following:

- a. Driver over 55 5%
- b. Good Student Discount 5-20%
- c. Multi-car Discount 15-23%
- d. Accident Free Discount* N/A%

Please Specify Qualification for Discount:

- e. Anti-Theft Discount 5-10%
- f. Other (specify) College Graduate 10%
Air-Bag 20-35%
Anti-Lock Brake 5%

6. Do you have an installment payment plan for automobile insurance? Yes No
If so, what is the fee for installment payments? \$4.00 per installment

7. Does your company utilize a tiered rating plan? Yes No
If so, list the programs and percentage difference and current volume for each plan:

Program	Percentage Difference	Volume
Standard Program	N/A	1,116,044
Premier Program	10% off Standard Rates	369,746
A+ Program	8% off Premier Rates	2,761,700

THE INFORMATION PROVIDED IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

Signature
Hilary Ludema

Printed Name
Manager, Personal Auto Actuarial

Title
1-800-346-0346 ext. 1284

Telephone Number
ludema.hilary@aoins.com

Email address

FORM RF-1 Rate Filing Abstract NAIC LOSS COST DATA ENTRY DOCUMENT

1.	This filing transmittal is part of Company Tracking #	PPA-AR-01-08/19/2009-01	
2.	If filing is an adoption of an advisory organization loss cost filing, give name of Advisory Organization and Reference/ Item Filing Number		
Company Name		Company NAIC Number	
3.	A. Auto-Owners Insurance Company	B. 280-18988	
Product Coding Matrix Line of Business (i.e., Type of Insurance)		Product Coding Matrix Line of Insurance (i.e., Sub-type of Insurance)	
4.	A. Private Passenger Auto	B. Liability & Physical Damage	

(A) COVERAGE (See Instructions)	(B) Indicated % Rate Level Change	(C) Requested % Rate Level Change	FOR LOSS COSTS ONLY				
			(D) Expected Loss Ratio	(E) Loss Cost Modification Factor	(F) Selected Loss Cost Multiplier	(G) Expense Constant (If Applicable)	(H) Co. Current Loss Cost Multiplier
Bodily Injury	-2.8	0.0					
Property Damage	14.3	7.4					
Medical Benefits	6.2	3.5					
Income Disability	n/a	-2.5					
Accidental Death	n/a	0.0					
Uninsured Motorist	-30.0	-2.5					
Underinsured Motorist	-43.2	-2.5					
UMPD	139.9	-2.5					
Comprehensive	-12.4	-0.8					
Collision	8.9	5.4					
Road Trouble Service	-65.1	-2.5					
Additional Expense	38.9	-2.5					
TOTAL OVERALL EFFECT	3.8	2.5					

6. 5 Year History		Rate Change History					
Year	Policy Count	% of Change	Effective Date	State Earned Premium (000)	Incurred Losses (000)	State Loss Ratio	Countrywide Loss Ratio
2008	2784	2.1	07/13/08	3187137	2005455	62.9	82.4
2007	1877	-1.0	11/11/07	1852521	1584472	85.6	86.3
2006	816	-5.0	07/01/06	632226	672394	106.3	71.7
2005	79			21336	18930	88.8	72.2
2004							66.2

7.	
Expense Constants	Selected Provisions
A. Total Production Expense	
B. General Expense	
C. Taxes, License & Fees	
D. Underwriting Profit & Contingencies	
E. Other (explain)	
F. TOTAL	

8. N/A Apply Lost Cost Factors to Future filings? (Y or N)
 9. 5.4% Estimated Maximum Rate Increase for any Insured (%). Territory (if applicable): 005
 10. -1.3% Estimated Maximum Rate Decrease for any Insured (%) Territory (if applicable): 010

Arkansas Rate Sim Summary

Auto-Owners Insurance Company - Standard Total

Coverage	Pres Prem	Prop Prem	Prem Diff	Chg Pct	Annual	
					Pres Prem	Prem Diff
Bodily Injury	159,166	159,639	473	0.3%	318,332	946
Property Damage	110,512	119,262	8,750	7.9%	221,024	17,500
Medical Payments	16,602	17,110	508	3.1%	33,204	1,016
Uninsured Motorist	13,409	13,068	-341	-2.5%	26,818	-682
Underinsured Motorist	19,039	18,555	-484	-2.5%	38,078	-968
UM Property Damage	12,897	12,570	-327	-2.5%	25,794	-654
Disability Income	1,389	1,353	-36	-2.6%	2,778	-72
Total Liability	333,014	341,557	8,543	2.6%	666,028	17,086
Comprehensive	72,483	71,806	-677	-0.9%	144,966	-1,354
Collision	144,199	151,528	7,329	5.1%	288,398	14,658
Road Trouble Service	2,849	2,777	-72	-2.5%	5,698	-144
Additional Expense	5,477	5,338	-139	-2.5%	10,954	-278
Total Physical Damage	225,008	231,449	6,441	2.9%	450,016	12,882
Total Auto	558,022	573,006	14,984	2.7%	1,116,044	29,968

Auto-Owners Insurance Company - Premier Total

Coverage	Pres Prem	Prop Prem	Prem Diff	Chg Pct	Annual	
					Pres Prem	Prem Diff
Bodily Injury	48,636	48,664	28	0.1%	97,272	56
Property Damage	33,160	35,625	2,465	7.4%	66,320	4,930
Medical Payments	5,394	5,581	187	3.5%	10,788	374
Uninsured Motorist	4,614	4,497	-117	-2.5%	9,228	-234
Underinsured Motorist	6,801	6,628	-173	-2.5%	13,602	-346
UM Property Damage	4,438	4,326	-112	-2.5%	8,876	-224
Disability Income	565	551	-14	-2.5%	1,130	-28
Total Liability	103,608	105,872	2,264	2.2%	207,216	4,528
Comprehensive	26,607	26,410	-197	-0.7%	53,214	-394
Collision	51,365	54,142	2,777	5.4%	102,730	5,554
Road Trouble Service	1,109	1,081	-28	-2.5%	2,218	-56
Additional Expense	2,184	2,129	-55	-2.5%	4,368	-110
Total Physical Damage	81,265	83,762	2,497	3.1%	162,530	4,994
Total Auto	184,873	189,634	4,761	2.6%	369,746	9,522

Auto-Owners Insurance Company - A+ Total

Coverage	Pres Prem	Prop Prem	Prem Diff	Chg Pct	Annual	
					Pres Prem	Prem Diff
Bodily Injury	364,016	363,519	-497	-0.1%	728,032	-994
Property Damage	255,116	273,475	18,359	7.2%	510,232	36,718
Medical Payments	48,044	49,772	1,728	3.6%	96,088	3,456
Uninsured Motorist	36,741	35,807	-934	-2.5%	73,482	-1,868
Underinsured Motorist	51,477	50,170	-1,307	-2.5%	102,954	-2,614
UM Property Damage	33,162	32,320	-842	-2.5%	66,324	-1,684
Disability Income	4,746	4,626	-120	-2.5%	9,492	-240
Total Liability	793,302	809,689	16,387	2.1%	1,586,604	32,774
Comprehensive	192,763	191,268	-1,495	-0.8%	385,526	-2,990
Collision	368,624	388,766	20,142	5.5%	737,248	40,284
Road Trouble Service	8,459	8,244	-215	-2.5%	16,918	-430
Additional Expense	17,702	17,252	-450	-2.5%	35,404	-900
Total Physical Damage	587,548	605,530	17,982	3.1%	1,175,096	35,964
Total Auto	1,380,850	1,415,219	34,369	2.5%	2,761,700	68,738

Arkansas Rate Sim Summary

Auto-Owners Insurance Group - All Programs Combined

Coverage	Pres Prem	Prop Prem	Prem Diff	Chg Pct	Annual	
					Pres Prem	Prem Diff
Bodily Injury	571,818	571,822	4	0.0%	1,143,636	8
Property Damage	398,788	428,362	29,574	7.4%	797,576	59,148
Medical Payments	70,040	72,463	2,423	3.5%	140,080	4,846
Uninsured Motorist	54,764	53,372	-1,392	-2.5%	109,528	-2,784
Underinsured Motorist	77,317	75,353	-1,964	-2.5%	154,634	-3,928
UM Property Damage	50,497	49,216	-1,281	-2.5%	100,994	-2,562
Disability Income	6,700	6,530	-170	-2.5%	13,400	-340
Total Liability	1,229,924	1,257,118	27,194	2.2%	2,459,848	54,388
Comprehensive	291,853	289,484	-2,369	-0.8%	583,706	-4,738
Collision	564,188	594,436	30,248	5.4%	1,128,376	60,496
Road Trouble Service	12,417	12,102	-315	-2.5%	24,834	-630
Additional Expense	25,363	24,719	-644	-2.5%	50,726	-1,288
Total Physical Damage	893,821	920,741	26,920	3.0%	1,787,642	53,840
Total Auto	2,123,745	2,177,859	54,114	2.5%	4,247,490	108,228

Auto-Owners Insurance Group

Arkansas Private Passenger - All Plans Combined

Experience Summary

Indicated and Proposed Changes
Based on 3 Years Experience*, Twelve month period ending December of 2008

Coverage	1 Year Projected Earned Premium	1 Year Accident Year Unprojected Loss Ratio*	Weighted Projected Loss Ratio	Indicated Rate Level Change	Proposed Rate Level Change
Bodily Injury	882,967	61.9	76.3	-2.8	0.0
Property Damage	617,052	80.6	89.7	14.3	7.4
Medical Payments	107,605	61.6	83.5	6.2	3.5
Uninsured Motorist	83,798	82.0	54.4	-30.0	-2.5
Underinsured Motorist	118,747	59.5	44.5	-43.2	-2.5
Uninsured Motorist Property Damage	76,942	155.7	188.2	139.9	-2.5
Total Liability - Gross	1,887,109	72.6	82.6	5.4	2.2
Comprehensive	460,759	58.1	61.8	-12.4	-0.8
Collision	900,221	65.2	77.3	8.9	5.4
Road Trouble Service	19,064	28.5	24.0	-65.1	-2.5
Additional Expense	38,808	71.1	97.5	38.9	-2.5
Total Physical Damage	1,418,852	62.6	72.1	1.8	3.0
All Reviewable Coverages - Gross	3,305,961	68.4	78.0	3.8	2.5

Permissible Loss Ratios: Liability 78.3 , Physical Damage 70.8 , Total 75.1

Comprehensive and Collision have been adjusted for Model Year and Symbol Drift.

Losses have been projected 17 months to 05/03/2010.

Premiums have been projected 12 months to 12/02/2009.

An all coverages combined ULAE factor is being applied to losses.

The Loss Trend Credibility base for all coverages is 10,623 claims.

Large and Catastrophe losses are both factored

* Years Experience for these coverages vary from the overall years experience

Auto-Owners Insurance Group

Arkansas Private Passenger - All Plans Combined

Program Experience Summary

All Coverages Combined

Exp Ending	12/2006		12/2007		12/2008		Total	
	Earned Prem	Loss Ratio	Earned Prem	Loss Ratio	Earned Prem	Loss Ratio	Earned Prem	Loss Ratio
A-O StandNonGrp	179,032	191.8	491,616	63.3	814,039	34.4	1,484,686	62.9
A-O StandGp	0	0.0	4,192	146.6	40,991	0.0	45,183	13.6
A-O StandTot	179,032	191.8	495,808	64.0	855,030	32.7	1,529,869	61.5
A-O PremNonGrp	46,001	304.5	146,878	200.3	299,917	83.0	492,796	138.6
A-O PremGp	0	0.0	1,089	0.0	4,616	0.0	5,705	0.0
A-O PremTot	46,001	304.5	147,968	198.8	304,533	81.7	498,501	137.0
A-O A+NonGrp	405,140	42.6	1,202,345	72.9	2,010,279	66.9	3,617,764	66.2
A-O A+Gp	0	0.0	0	0.0	6,272	12.9	6,272	12.9
A-O A+Tot	405,140	42.6	1,202,345	72.9	2,016,551	66.7	3,624,036	66.1
A-O NonGrp	630,173	104.1	1,840,839	80.5	3,124,235	60.0	5,595,247	71.7
A-O Grp	0	0.0	5,282	116.4	51,879	1.5	57,160	12.1
Group All	630,173	104.1	1,846,120	80.6	3,176,114	59.0	5,652,407	71.1

Note: Loss ratios include IBNR, ULAE, and Pend ALAE factors. When applicable, Borderline experience is included with Standard program experience.
All Calendar year experience is shown

Previous Rate Changes*

New	Renewal	BI	PD	MP	UM	UIM	UMPD	Liability GT	COMP	COLL	RTS	AE	PhysDam T	All Rev G	Past Ind
12/16/2008	01/21/2009	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.5	-0.5	0.0	0.0	-0.5	-0.2	NA
07/13/2008	08/18/2008	4.2	3.6	3.3	6.2	2.9	0.0	3.8	-0.7	-0.5	18.9	0.1	-0.3	2.1	13.0
06/02/2008	07/08/2008	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	0.0
11/11/2007	12/17/2007	-1.3	-0.6	0.0	0.0	0.0	0.0	-0.8	-1.4	-1.1	0.0	0.0	-1.2	-1.0	26.2
06/02/2007	07/08/2007	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	-0.9	0.0
07/10/2006	08/15/2006	-0.8	-0.7	-0.5	-0.6	-0.7	-0.8	-0.7	-0.6	-0.6	-0.3	-0.3	-0.6	-0.7	NA
07/01/2006	08/06/2006	-5.5	-4.7	-0.4	-0.2	-0.2	-0.3	-4.2	-7.5	-6.1	-0.4	0.1	-6.3	-5.1	NA
06/02/2006	07/08/2006	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	-3.9	0.0

All rate changes occurring since 07/01/2005 are included.

AUTO-OWNERS INSURANCE COMPANY AUTO-OWNERS
LIFE INSURANCE COMPANY HOME-OWNERS
INSURANCE COMPANY OWNERS INSURANCE COMPANY
PROPERTY-OWNERS INSURANCE COMPANY SOUTHERN-
OWNERS INSURANCE COMPANY



BOX 30660, LANSING, MICHIGAN 48909-8160 517-323-1200
FAX 517-323-8796 WWW.AUTO-OWNERS.COM

August 19, 2009

Honorable Jay Bradford
Commissioner of Insurance
Arkansas Insurance Department
1200 West Third Street
Little Rock, AR 72201-1904

Attn: Ms. Alexa Grissom - Senior Rate & Form Analyst

AUTO-OWNERS INSURANCE COMPANY #280-18988
PRIVATE PASSENGER AUTOMOBILE
STANDARD, PREMIER, AND A+ PROGRAMS
RATE AND RULE CHANGE
REFERENCE # PPA-AR-01-08/19/2009-01

Dear Ms. Grissom,

The Auto-Owners Insurance Company of Lansing, Michigan submits for your review the rates and rules of our new Insurance Score Model that was approved on December 18, 2008 with SERFF tracking number AOIC-125939618. With the implementation of these factors, we will be adjusting the base rates to result in an overall +2.5% for our Private Passenger Automobile program. The changes submitted will apply to all Private Passenger Automobiles and Miscellaneous Vehicles rated under our Standard, Premier, and A+ programs.

The proposed effective dates are as follows:

New Business	October 8, 2009
Renewals	November 13, 2009

The overall annual effect of this filing is estimated to be a change of \$108,228 or 2.5%.

In order to estimate the rate impact for this change, we ordered new insurance scores for approximately 128,000 of our policy holders who currently have an insurance score. It was more cost effective to do this, rather than order all policy holders' insurance scores.

The following table shows the base rate (age 30, pleasure use, territory 8, symbol 05, model year 2002) adjustments proposed with this filing. Present and proposed annual base rates are as follows:

<u>Coverage</u>	<u>Standard</u>		<u>Premier/A+</u>	
	<u>From</u>	<u>To</u>	<u>From</u>	<u>To</u>
100/300 Bodily Injury	390	400	352	360
\$100,000 Property Damage	270	298	244	268
\$5,000 Medical Payments	66	70	60	64
Full Comprehensive	242	246	218	222
\$100 Collision	474	508	426	458

We are modifying territory relativities in the following territories:

05 – Benton and Washington Counties, 06 – Crawford and Sebastian Counties, 09 – Pulaski County, and 10 – Faulkner and Lonoke Counties.

We are increasing the Comprehensive only minimum premium to \$25.00 semi-annually.

The following manual pages are submitted in final form:

AOAPZ065 – Base Rates
AOAPZ066 – Medical Payments
AOAPZ067 – Insurance Score Relativities
AOAPZ068 – Premium Calculation
AOAPZ069 – ULRV Deductibles
AOAPZ070 – ULRV Limits of Liability
AOAPZ071 – Territory Relativities

AOAPZ072 – Model Years (This change is merely cosmetic in nature, as no relativities were changed. The most recent model years were added.)

AOAPZ073 – ULRV Model Years (This change is merely cosmetic in nature, as no relativities were changed. The most recent model years were added.)

AOUPZ497 – Insurance Score Rule

The following exhibit has been attached to the “Supporting Documents” tab:

1) Rate Change Experience Summary

Thank you for your consideration. If you have any questions regarding this filing, please feel free to contact me.

Sincerely,

Hilary Ludema

Hilary Ludema, Manager
Personal Automobile Actuarial Dept.
ludema.hilary@aoins.com
(517) 323-1284

mjb

**Arkansas
Auto-Owners Insurance Group
December-08**

Territory	Short Description	Coverage	Present Relativity	Proposed Relativity	Point Change	Percent Change	1 Yr Writ Exposures	3 Yr Loss Ratio
5	Benton & Washington Counties	Total Liability	0.89	0.91	0.02	2.2%	640	106.2%
		Comprehensive	0.83	0.83			526	69.6%
		Collision	1.00	1.00			524	41.0%
		All Reviewable Coverages						82.4%
6	Crawford & Sebastian Counties	Total Liability	0.92	0.90	-0.02	-2.2%	31	28.6%
		Comprehensive	0.84	0.82	-0.02	-2.4%	21	0.0%
		Collision	0.94	0.92	-0.02	-2.1%	19	255.2%
		All Reviewable Coverages						71.5%
9	Pulaski County	Total Liability	1.08	1.08			1040	68.3%
		Comprehensive	0.86	0.86			832	44.9%
		Collision	1.08	1.09	0.01	0.9%	825	83.9%
		All Reviewable Coverages						70.4%
10	Faulkner & Lonoke Counties	Total Liability	1.00	1.00			1049	82.1%
		Comprehensive	1.00	1.00			781	72.3%
		Collision	1.00	1.03	0.03	3.0%	773	117.7%
		All Reviewable Coverages						90.3%
9999	All Territories Combined	Total Liability					5952	67.3%
		Comprehensive					4697	56.1%
		Collision					4618	83.8%
		All Reviewable Coverages						70.7%

AUTO-OWNERS INSURANCE COMPANY AUTO-OWNERS
LIFE INSURANCE COMPANY HOME-OWNERS
INSURANCE COMPANY OWNERS INSURANCE COMPANY
PROPERTY-OWNERS INSURANCE COMPANY SOUTHERN-
OWNERS INSURANCE COMPANY



BOX 30660, LANSING, MICHIGAN 48909-8160 517-323-1200
FAX 517-323-8796 WWW.AUTO-OWNERS.COM

August 31, 2009

Honorable Jay Bradford
Commissioner of Insurance
Arkansas Insurance Department
1200 West Third Street
Little Rock, AR 72201-1904

Attn: Ms. Alexa Grissom - Senior Rate & Form Analyst

AUTO-OWNERS INSURANCE COMPANY #280-18988
PRIVATE PASSENGER AUTOMOBILE
STANDARD, PREMIER, AND A+ PROGRAMS
RESPONSE TO OBJECTION LETTER DATED 08/25/2009
REFERENCE # PPA-AR-01-08/19/2009-01

Dear Ms. Grissom,

The Auto-Owners Insurance Company of Lansing, Michigan submits the following response to your objection letter.

1. Please submit the required Rf-1 abstract.

The Rf-1 abstract has been attached to the "Supporting Documents" tab.

2. Please provide justification for the territorial revisions.

Please see the 'Response1 Territories.pdf' attached to the "Supporting Documents" tab. Our changes for territories 5, 9, and 10 were based on our experience. The changes for territory 6 were based on marketing comments and our slow growth in this area.

3. Please review Ark. Code Ann. 23-67-401 through 415 and advise the Department of your compliance.

We have reviewed Ark. Code Ann. 23-67-401 through 415 and Auto-Owners Insurance Company is in compliance.

We would like to include the following information as it was inadvertently left off the original filing cover letter. We are introducing the insurance score factors and rules corresponding to our Custom Insurance Score Model. We will use the following mapping to convert current Insurance Scores before following the Renewal Procedures outlined on the rule page:

Current Insurance Score	Converted Score
Superior	876
Very Good	772
Acceptable	727
Standard	674
Basic	608

We hope this allows you to complete your review of this filing. If you have any questions regarding this filing, please feel free to contact me.

Sincerely,

Hilary Ludema

Hilary Ludema, Manager
Personal Automobile Actuarial Dept.
ludema.hilary@aoins.com
(517) 323-1284

mjb

SERFF Tracking Number: AOIC-126261207 State: Arkansas
 Filing Company: Auto-Owners Insurance Company State Tracking Number: EFT \$100
 Company Tracking Number: PPA-AR-01-08/19/2009-01
 TOI: 19.0 Personal Auto Sub-TOI: 19.0001 Private Passenger Auto (PPA)
 Product Name: Private Passenger Auto
 Project Name/Number: Custom Insurance Score Implementation/PPA-AR-01-08/19/2009-01

Superseded Schedule Items

Please note that all items on the following pages are items, which have been replaced by a newer version. The newest version is located with the appropriate schedule on previous pages. These items are in date order with most recent first.

Creation Date:	Schedule	Schedule Item Name	Replacement Creation Date	Attached Document(s)
08/11/2009	Rate and Rule	Base Rates	12/08/2009	AOAPZ065.pdf (Superceded)
08/18/2009	Rate and Rule	Insurance Score Rule	11/24/2009	AOUPZ497.pdf (Superceded)
08/11/2009	Supporting Document	NAIC loss cost data entry document	08/26/2009	
08/11/2009	Supporting Document	APCS-Auto Premium Comparison Survey	09/08/2009	APCS Form.xls (Superceded)

Auto-Owners Standard
Auto-Owners Premier

BASE RATES**Arkansas****SEMI-ANNUAL BASE RATES**

<u>Coverage</u>	<u>Auto-Owners Standard</u>	<u>Auto-Owners Premier</u>
100/300 BI	\$200	\$180
100,000 PD	\$149	\$134
100/300 UM	\$20	\$18
100/300 UIM	\$30	\$27
FULL COMP	\$123	\$111
\$100 COLL	\$254	\$229
\$140/wk DI	\$3	\$3

INSURANCE SCORE

A rating factor will be applied to all coverages (except the Personal Automobile Plus Package) based on the Insurance Score and age of a named insured. The Insurance Score is developed from credit related information including: types of accounts, balances, dates opened, and account activity, plus public record items and inquiries initiated by the insured. Refer to {{AR PA Insurance Score Relativities}} for rating factors.

Application of Insurance Score

1. New Business: The Insurance Score will be applied to all new business.
2. The policy Declarations will show the Insurance Score used. The scores range from X001 to X997. If there is No Score or Neutral, it will also be shown on the Declarations.
3. The Insurance Score will be ordered annually.
4. Renewal Procedures:
 - a. Each renewal term, the actual Insurance Score will be compared to the Insurance Score used in rating the policy of the previous term.
 - b. If the actual Insurance Score is lower than the Insurance Score used in rating the policy of the previous term **and** the sum of all paid claims occurring in the 36 months preceding the renewal effective date exceeds \$500, the Insurance Score for the new term will be reduced by a maximum of one rating tier.
 - c. If the actual Insurance Score is lower than the Insurance Score used in rating the policy of the previous term **and** the sum of all paid claims occurring in the 36 months preceding the renewal effective date is not more than \$500, the Insurance Score for the new term will remain the same.
 - d. If the actual Insurance Score is higher than the Insurance Score used in rating the policy of the previous term, the actual Insurance Score will be applied without limitation.
5. The actual Insurance Score, including No Score, will be used for a minimum of 12 months except in cases where corrections have been made for errors in the insured's credit history file with the national credit bureaus. A higher score obtained in this process will be applied back to the beginning of the current policy term.
6. A Neutral score indicates that the insured's credit report has been influenced negatively by an extenuating life circumstance such as divorce, death of a spouse or temporary loss of employment. In cases of divorce or death of a spouse, a named insured may either use the existing score, use their new score or have a Neutral score applied, whichever is higher. All Insurance Scores other than a Neutral score will be subject to the above renewal procedures.

