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**STUDY FINDS LOW AUTO INSURANCE COSTS IN WISCONSIN PLACE
SMALLER FINANCIAL BURDEN ON RESIDENTS THAN MOST STATES**

MADISON, Dec. 15, 2008 – Wisconsin’s auto insurance costs place a lower financial burden on its residents than nearly any other state, according to a new report.

Auto Insurance Report, an insurance publication, reported that the percentage of family income spent on auto insurance by Wisconsin residents is the third lowest in the country.

The California-based publication divided statewide average auto insurance expenditures into median income to measure the impact of auto insurance costs on family finances nationwide. The analysis is based on 2006 data compiled by the National Association of Insurance Commissioners and U.S. Census Bureau.

With an average auto insurance expenditure of \$590 and median family income of \$72,495, Wisconsin recorded a premium to income ratio of .81 percent, the third lowest in the nation. By contrast, the national average was 1.16 percent.

Only North Dakota and Iowa had a lower ratio of auto insurance premium to family income than Wisconsin. The highest ratio was in Louisiana, according to the publication.

“Motorists in Wisconsin enjoy the benefits of a highly competitive insurance marketplace,” said Andrew Franken, president of the Wisconsin Insurance Alliance. “It is clear these low costs are helping the pocketbooks of families in Wisconsin.”