

Insurance Buyer's Guide

Your Specialty Insurance Specialist!

- Homeowners
- Vacant Dwelling
- Dwelling Fire
- Manufactured Housing
- Elite Auto
- Travel Trailer
- Watercraft
- Personal Watercraft

Powerboats Sailboats & Houseboats

The Right Protection for your Leisure Time Activities!

...with Tips on Safe Boating

Make the right choices when it comes to your Boating Insurance & Safety

Whether you're a first time boat owner or an experienced veteran, you probably stand to benefit by learning a few things about watercraft insurance and safety.

This guide provides a variety of information to help you more fully enjoy your boating experience without worrying about your insurance protection and without jeopardizing the safety of yourself and those around you.

Boat Insurance Buyer's Guide

The companies of the American Modern Insurance Group (American Modern) are leaders in providing physical damage and liability insurance to boat owners throughout the United States. So, naturally, we hope you'll choose us as your insurance partner. But, even if you don't, we want to help you make an educated buying decision. Here is a checklist of some of the things you should consider before making your decision.

Coverages

Don't assume that all policies offer the same coverages. They don't. There are important differences that you should check out before deciding which policy is best for you.

- Ask your agent questions about what's covered and what isn't. It can help you avoid unpleasant surprises when you need to file a claim.

- Is **Personal Effects Coverage** included in the policy? Does it add to your cost?

- What **optional coverages** are available that you might need? One example would be coverage for trailers used to transport your boat.

- Make sure the liability coverage protects you against the legal expenses associated with defending a lawsuit, as well as any legal settlement against you.

- Make sure your liability coverage extends to any of the ways you commonly use your boat. For example, if your boat is designed for water-skiing and you plan to use it that way, you should make sure the policy doesn't exclude **Water-skiing Liability Coverage**.

- How about **Uninsured Watercraft Coverage or Non-Owned Watercraft Liability**? There are a lot of things to consider when you're choosing a policy to protect your financial interests.

- Make sure you have the right amount of coverage, too. The key is to make sure you have limits that fit your personal needs. Your agent can provide information to help you determine what those limits are.

- Ask about **Medical Payments**. Most policies include this coverage, which provides some amount of financial protection for medical payments to others for injuries suffered in an accident involving your boat.

Claim Service

- Ask your agent about the claim settlement method used if you experience a total loss. Is it Agreed Value, Actual Cash Value or something else. How about partial losses? Are parts depreciated or replaced with something new? The important thing is to make sure you know before you buy, not when you file a claim.

- Is 24-hour emergency claim reporting available?
- How simple and quick are the company's claim handling procedures?

Affordability

- It's best to consider the price only after you've looked at what you'd be getting for your money.

- Often, discounts are built into the policy's base rates and invisible to the customer. Your agent will generally make sure you get the best rate possible, but don't hesitate to ask if applicable discounts are included.

- If it costs a little more to get the kind of coverage you really need, ask your agent about payment options that can help you spread the cost to better match up with your budget.

- Credit card payment is another convenience that some companies offer. It lets you pay the policy premium on your own schedule.

Company Stability

- The financial strength and stability of the company behind your policy are good indicators of how completely you can trust them to be there when you need them.

- Your best bet is to count on the expertise of industry watchdogs to determine stability. A.M. Best is the leader in the rating of insurance companies, assigning letter grades to reflect each company's stability. Ward Financial Group is another respected rating service, which chooses its Top 50 companies each year. Ask your agent how the company he or she represents fares with these two organizations.

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Your Watercraft Insurance Specialist

Visit our website at www.amig.com

American Modern 'First Choice' Boatowners Insurance

Broad, Affordable Protection From a Watercraft Insurance Leader

Specialty features that anticipate your special needs

It bears repeating that not all insurance policies are the same. That's because some companies only offer it as an accommodation to their customers while others specialize in meeting the unique needs of boat owners. And, the differences don't stop there, as there are important differences from one specialty policy to another.

The American Modern "First Choice" program is one of the best at providing the broad coverage and "user friendly" features you need in a boat insurance policy. Take a look!



Broad Coverage

- **Physical Damage Coverage.** Agreed Value for boats under 11 years old. Actual Cash Value for older boats.
- **Liability Coverage.** Limits up to \$300,000 available, including water-skiing liability. Includes up to \$25,000 of coverage for bodily injury to family members.
- **Medical Payments.** Limit of \$5,000 included.
- **Advantage Endorsement.** Additional coverage, at no extra charge. Includes limits of \$25,000 for Uninsured Watercraft and for Non-owned Watercraft Liability, \$1,000 for Personal Effects and \$350 for Emergency Assistance and Towing. Higher limits are available for a small additional premium with the "Advantage Plus" endorsement.

'User Friendly' Features

- **No Lay-up Period.** You get competitive pricing without having to take your boat out of commission for part of the year.
- **Tournament Participation.** Many policies exclude participation in water-skiing or fishing contests. First Choice covers you even when you're competing.

Compare 'First Choice' to other insurance programs		
Features	'First Choice'	Other Programs
Plain Language Policy	✓	?
Agreed Value Physical Damage (Boats under 11 years old)	✓	?
Liability (Up to \$300,000)	✓	?
Water-skiing Liability (Equal to your Liability Limit)	✓	?
Uninsured Watercraft (\$25,000 included)	✓	?
Non-owned Watercraft Liability (\$25,000 included)	✓	?
Emergency Assistance & Towing (\$350 included)	✓	?
Personal Effects Coverage (\$1,000 included)	✓	?
Deductible Options (\$250, \$500, \$1,000)	✓	?
Tournament Participation Covered	✓	?
No Lay-up Period	✓	?
Broad Navigational Guidelines (Anywhere in U.S. or Canada)	✓	?
Full Replacement Cost (On any part under two years old)	✓	?

- **Broad Navigation Guidelines.** You're covered wherever you operate your boat in U.S. and Canadian waters.
- **Deductible Options.** Deductibles of \$250, \$500 and \$1000 are available. You can reduce your premium even more by selecting a higher deductible.
- **Claims Excellence.** With many people facing a limited boating season, our goal is to keep you out of dry dock and on the water. Specialty insurers—who focus on particular products—often have a better understanding and system in place to handle watercraft claims. You'll find that our marine expertise comes in handy when it comes to fast, fair claim handling.
- **Convenient Payment Options.** You can pay once annually (no service charge) or pay in two installments (50% down, 50% in 60 days). If you prefer to pay by credit card, you may use MasterCard, Visa or Discover.

A Specialty Insurance Leader

The companies of the American Modern Insurance Group are nationally recognized leaders in meeting the specialty insurance needs of more than one million policyholders in 49 states. Home based in Cincinnati, Ohio, American Modern's parent-The Midland Company-has been in business since 1938.

With a long history of success and a national network of company employed claim adjusters, you can be confident that you've put your trust in one of the nation's most reliable insurers.

- **More than one million active policies.**
- **Rated either "A" (Excellent) or "A+" (Superior) for more than 20 consecutive years by A.M. Best.**
- **Selected as one of the top 50 property and casualty insurers by the Ward Financial Group from more than 2,600 companies.**



AMERICAN MODERN INSURANCE GROUP
Your Watercraft Insurance Specialist

Boat Safety Guide

There are many ways to make sure you have a safe boating experience while protecting the environment and being considerate of those around you. If you're a seasoned boat operator, this is probably a refresher course for you. But, you might want to keep this guide handy and require less experienced operators to read it before you hand them the key and let them take your future out for a spin.

- It goes without saying that alcohol and drugs don't mix well with boat operation. They reduce your ability to make quick decisions and to handle your craft in all situations. A study in four states showed that 51% of those killed in boating accidents had been drinking.
 - A personal flotation device (PFD) is required for each person on board. Choose a properly fitting, U.S. Coast Guard approved PFD, and wear it! It should have at least a 50 mph impact rating.
 - Keep a sharp lookout for other vessels, swimmers and objects. Avoid "tunnel vision" by constantly looking all around to avoid hazardous situations. Know where other boats are before you make a turn or cross a wake.
 - Do not exceed the maximum load limit.
 - Check fuel levels before starting. Practice the "One Third Rule" by using one third of the fuel going out, one third coming in and keeping a third in reserve.
 - Share your "Float Plan" with a friend, so they know where you are going and when you plan to return.
 - Try not to go out alone.
 - Never operate your boat in the dark without proper lighting.
 - Always follow markers and signs.
 - Stay clear of vegetation. Vegetation can damage your boat.
 - Take a boating safety course to better learn the rules, regulations and safe practices.
 - Check the weather forecast before starting out. Watch for changes in waves, wind or clouds that signal the approach of bad weather.

Safety Caution!

This guide provides some tips for your personal safety. For a complete listing of all rules and regulations, be sure to familiarize yourself with all the federal, state, and local laws that apply where you operate your boat. You can obtain these from the Coast Guard or from your state or local government's boating authority.

Read Your Policy Carefully

This brochure contains summaries of coverages that are available through American Modern. For a complete listing of exclusions, conditions and limitations, we encourage you to carefully read American Modern's Boat Policy.