



Personal Auto Physical Damage Rating Symbols

What are Rating Symbols?

ISO's Personal Auto Physical Damage Rating Symbols are codes that indicate the relative risk of loss for each private passenger vehicle series and each model year. Each Symbol has a corresponding Symbol relativity, or factor, that you can use to develop premiums for individual comprehensive and collision policies.

What type of vehicles does ISO symbol, is it all vehicles?

ISO provides symbols for all private passenger vehicles, marketed for sale in the United States. This includes SUVs, minivans, small pickups, and smaller cargo and passenger vans. We do not symbol large pickups (e.g., Ram 4500 or Ford F-450), or large cargo and passenger vans. Larger vans (e.g., Ford Transit or Ram Promaster) that are used primarily in a commercial capacity are not symbolled. We also do not symbol incomplete vehicles or exotic/high end vehicles (e.g. Ferrari, Rolls Royce, etc.).

What purpose do Symbols serve?

By adjusting the Symbol based on actual loss experience, ISO's Symbols promote equity.

Are we required to use Rating Symbols?

Like all ISO products and services, Personal Auto Physical Damage Rating Symbols are advisory. You may use them without modification, modify them, or choose not to use them.

How does ISO develop Rating Symbols?

ISO assigns preliminary Symbols based solely on the manufacturer's suggested retail price (base MSRP) of each vehicle. Then, we examine actual loss experience for that vehicle and adjust—either upward or downward—to reflect the risk for the vehicle in the Rating Symbols based on the methodology of the ISO VSR program.

Are preliminary Symbols always adjusted?

No. If the vehicle's loss experience is consistent with that anticipated by the current Symbol, ISO does not adjust the symbol.

What do increased or decreased symbols indicate?

If the loss experience is better than that anticipated by the current Symbol, ISO decreases the Symbol, resulting in a *lower cost to insure*. If the loss experience is worse than that anticipated by the current Symbol, ISO increases the Symbol, resulting in a *higher cost to insure*.



Why are Symbols adjusted?

There are many possible reasons. For example:

- Some vehicles with similar MSRPs are more attractive to thieves than others.
- Some vehicles with similar MSRPs are involved in more collisions than others.
- Some vehicles with similar MSRPs are more expensive to repair than others.

How often are Symbols adjusted?

We review loss experience for a given model-year vehicle multiple times to determine the continued adequacy of the vehicle's Rating Symbol. These adjustments are done on an annual basis during the first five years the vehicle is on the road.

How can we gain access to Symbols?

You can use ISO's VINMASTER® to identify an automobile's current Symbol. With VINMASTER® and your software, you can identify an automobile's current ISO Physical Damage Symbol quickly and easily without knowing its vehicle identification number (VIN).