

MERCURY GENERAL CORP  
Form 4  
February 20, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
SIMON PETER

2. Issuer Name and Ticker or Trading Symbol  
MERCURY GENERAL CORP  
[MCY]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
555 W. IMPERIAL HWY.  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
02/15/2007

\_\_\_\_ Director  
 Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Vice President

BREA, CA 92821

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |  |
| Common Stock                    | 02/15/2007                           |  | M                              | 4,000 A \$ 29.77  | 4,000   | D  |  |
| Common Stock                    |                                      |  |                                |   | 1,196 <sup>(4)</sup>  | I  | ESOP Plan                                  |
| Common Stock                    | 02/15/2007                           |  | S                              | 4,000 D \$ 54.1533  | 0   | D  |  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Common Stock                               | \$ 22.0625   | 05/12/2006                           |  | M                              | 1,000   | 12/10/2000 <sup>(1)</sup> 12/10/2009                     | Common Stock  | 1,000                      |
| Common Stock                               | \$ 44.8209   |                                      |  |                                |   | 11/06/1999 <sup>(2)</sup> 11/06/2008                     | Common Stock  | 6,000                      |
| Common Stock                               | \$ 29.77   | 02/15/2007                           |  | M                              | 4,000   | 10/27/2001 <sup>(3)</sup> 10/27/2010                     | Common Stock  | 4,000                      |

## Reporting Owners

| Reporting Owner Name / Address                        | Relationships |           |                |       |
|---|---------------|-----------|----------------|-------|
|   | Director      | 10% Owner | Officer        | Other |
| SIMON PETER<br>555 W. IMPERIAL HWY.<br>BREA, CA 92821 |               |           | Vice President |       |

## Signatures

Judy Walters, Attorney-in-Fact for Pete Simon 02/20/2007

Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Options granted 12/10/99, vested 20% per year for five years

(2) Options granted 11/6/98, vested 20% per year for five years

(3) Options granted 10/27/00, vested 20% per year for five years

(4) Includes ESOP allocations and dispositions since last report

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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