

MERCURY GENERAL CORP
Form 4
February 24, 2016

FORM 4

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

OMB APPROVAL

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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 *
KITZMILLER KENNETH G

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)
1700 GREENBRIAR LANE
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
02/22/2016

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
VP - Underwriting

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	02/22/2016		A		7,485 A \$ 0 ⁽¹⁾	12,485	D
Common Stock	02/22/2016		F ⁽²⁾		2,840 ⁽²⁾ D \$ 53.42	9,645	D
Common Stock						2,824	I ESOP Plan

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

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