

Lemonade

Lemonade Insurance Company
Private Passenger Automobile
Filing Memorandum
Tennessee

June 1, 2026

Overview

A revision to the Lemonade Insurance Company Private Passenger Auto Product is submitted for review.

Lemonade is introducing an optional car insurance offering designed for connected, self-driving cars. This Pay-Per-Mile payment program calculates premiums based on actual miles driven and consists of a fixed monthly rate combined with separate rate-per-mile charges. The rate-per-mile charges distinguish between miles driven by a human operator and miles driven by a car's eligible advanced driver assistance system, recognizing the expected loss cost differences between these two modes of operation. This program further expands on Lemonade's business model to give our policyholders more accurate and fair pricing through the use of telematics.

The Company requests that the filing apply to all new business written on or after 08/03/2026.

The company requests that the UBI model be filed confidentially, which will be emailed separately to Zachary Crandall (zachary.crandall@tn.gov).

Program Structure

With the introduction of the Pay-Per-Mile payment program, the Company's existing offering will be referred to as the Unlimited Mileage program to distinguish how mileage is priced and billed between the two programs.

Unlimited Mileage Program

The Unlimited Mileage program will continue to operate as it does today. No rate changes are proposed to the Unlimited Mileage program with this filing.