



4/6/2026

New Mexico Office of the Superintendent of Insurance
1120 Paseo De Peralta, 4th Floor
Santa Fe, NM 87501

Re: Notification of Company Rebranding and New Logo

Dear Superintendent Kane,

On January 1, 2025, Sentry Insurance and its underwriting companies acquired The General and its underwriting companies. We are submitting this informational filing to notify the New Mexico Office of the Superintendent of Insurance that the following companies will be undergoing a rebranding initiative for all our private passenger auto, motorcycle, and powersports products.

Sentry Insurance Company, NAIC# 24988
Dairyland Insurance Company, NAIC# 21164
Peak Property and Casualty Insurance Corporation, NAIC# 18139

As part of this initiative, each company will begin using The General logo and brand name in place of the Dairyland logo and brand name. Please note that this change is strictly cosmetic in nature, and is typically filed as variable information. There will be no change in the companies' legal names, ownership, financial condition, licensing status, rates and rules, underwriting practices and procedures, coverage, or obligations to policyholders because of this rebranding.

In New Mexico, the new logo and brand will be used in company underwriting guides, policyholder forms and communications, marketing materials, and other branded materials beginning on June 17th, 2026, for new business policies, and August 6th, 2026, for renewal business policies. Where applicable, associated company e-mail addresses, website URLs, and phone numbers will also be updated to align with the new brand. No other filing will be submitted associated with this brand change, except upon a request of the Office of the Superintendent of Insurance.

Thank you for your review of our filing, and please do not hesitate to contact us if you have any questions.

Sincerely,

Jason Williams
Manager, Personal Lines Business Compliance
The General
(629) 228-0410
Jason.Williams@sentry.com