



16705201120100105

ANNUAL STATEMENT

For the Year Ended December 31, 2011
OF THE CONDITION AND AFFAIRS OF THE

Dealers Assurance Company

NAIC Group Code	0000 (Current Period)	0000 (Prior Period)	NAIC Company Code	16705	Employer's ID Number	34-6513705
Organized under the Laws of	Ohio		State of Domicile or Port of Entry			Ohio
Country of Domicile	US					
Incorporated/Organized	August 2, 1935		Commenced Business		August 2, 1935	
Statutory Home Office	3518 Riverside Drive (Street and Number)		Upper Arlington, OH 43221 (City or Town, State and Zip Code)			
Main Administrative Office	3518 Riverside Drive (Street and Number)		Upper Arlington, OH 43221 (City or Town, State and Zip Code)		800-282-8913 (Area Code) (Telephone Number)	
Mail Address	3518 Riverside Drive (Street and Number or P.O. Box)		Upper Arlington, OH 43221 (City or Town, State and Zip Code)		800-282-8913 (Area Code) (Telephone Number)	
Primary Location of Books and Records	3518 Riverside Drive (Street and Number)		Upper Arlington, OH 43221 (City or Town, State and Zip Code)		800-282-8913 (Area Code) (Telephone Number)	
Internet Web Site Address	www.dealersassurance.com					
Statutory Statement Contact	Daniel George (Name)		800-282-8913-208 (Area Code) (Telephone Number)		614-459-2665 (Extension)	
	dgeorge@dealersassurance.com (E-Mail Address)				614-459-2665 (Fax Number)	

OFFICERS

	Name	Title
1.	Kirk Alan Borchardt	CEO/President
2.	Daniel Eric George #	CFO/Secretary
3.	Sharon Mae Spohn	Treasurer

VICE-PRESIDENTS

Name	Title	Name	Title
Edmond Melger Eckert	Vice President		

DIRECTORS OR TRUSTEES

James Bradford Smith	Edmond Melgar Eckert	Sharon Mae Spohn	Kirk Alan Borchardt
Daniel Eric George #			

State of Ohio
County of Franklin ss

The officers of this reporting entity being duly sworn, each depose and say that they are the described officers of said reporting entity, and that on the reporting period stated above, all of the herein described assets were the absolute property of the said reporting entity, free and clear from any liens or claims thereon, except as herein stated, and that this statement, together with related exhibits, schedules and explanations therein contained, annexed or referred to, is a full and true statement of all the assets and liabilities and of the condition and affairs of the said reporting entity as of the reporting period stated above, and of its income and deductions therefrom for the period ended, and have been completed in accordance with the NAIC Annual Statement Instructions and Accounting Practices and Procedures manual except to the extent that: (1) state law may differ; or, (2) that state rules or regulations require differences in reporting not related to accounting practices and procedures, according to the best of their information, knowledge and belief, respectively. Furthermore, the scope of this attestation by the described officers also includes the related corresponding electronic filing with the NAIC, when required, that is an exact copy (except for formatting differences due to electronic filing) of the enclosed statement. The electronic filing may be requested by various regulators in lieu of or in addition to the enclosed statement.

(Signature) Kirk Alan Borchardt	(Signature) Daniel Eric George	(Signature) Sharon Mae Spohn
(Printed Name) 1.	(Printed Name) 2.	(Printed Name) 3.
CEO/President	CFO/Secretary	Treasurer
(Title)	(Title)	(Title)

Subscribed and sworn to (or affirmed) before me on this
24th day of February, 2012, by

a. Is this an original filing? [] Yes [X] No
b. If no: 1. State the amendment number 1
2. Date filed 04/20/2012
3. Number of pages attached 3

SCHEDULE Y

PART 1A - DETAIL OF INSURANCE HOLDING COMPANY SYSTEM

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Group Code	Group Name	NAIC Company Code	Federal ID Number	Federal RSSD	CIK	Name of Securities Exchange if Publicly Traded (U.S. or International)	Names of Parent, Subsidiaries Or Affiliates	Domiciliary Location	Relationship to Reporting Entity	Directly Controlled by (Name of Entity / Person)	Type of Control (Ownership, Board, Management, Attorney-in-Fact, Influence, Other)	If Control is Ownership Provide Percentage	Ultimate Controlling Entity(ies)/Person(s)	*
		00000	20-0833446				Southwest Re Holdings, Inc	DE	UIP	Southwest Re Holdings, Inc	Ownership	59.6	James B. Smith	
		00000	31-0906655				Dealers Alliance Corp	OHIO	UDP	Southwest Re Holdings, Inc	Ownership	59.6	James B. Smith	
		16705	34-6513705				Dealers Assurance Company	OHIO		Southwest Re Holdings, Inc	Ownership	59.6	James B. Smith	
		00000	31-0908416				DAC Insurance Agency, Inc	OHIO	IA	Southwest Re Holdings, Inc	Ownership	59.6	James B. Smith	

Asterik	Explanation
95	NONE