

**Maine Revised Statutes**  
**Title 24-A: MAINE INSURANCE CODE**  
**Chapter 40: MASS MARKETING OF**  
**CASUALTY AND PROPERTY INSURANCE**

**§2932. DEFINITIONS**

As used in this chapter, unless the context otherwise indicates, the following words shall have the following meanings. [1973, c. 625, §146 (NEW).]

**1. Casualty insurance.** "Casualty insurance" means all contracts of insurance covered by section 707.

[ 1973, c. 625, §146 (NEW) .]

**2. Mass marketing plan.** "Mass marketing plan" means a method of selling property and casualty insurance wherein such insurance is offered to employees of particular employers or to members of particular associations or organizations or to persons grouped in other ways and the employer, association or organization has agreed to or otherwise affiliated itself with, or facilitated, the sale of such insurance to its employees or members and employees and includes without limitation such plans whether described as "mass merchandising," "group merchandising," "franchise merchandising" or "collective merchandising."

[ 1973, c. 625, §146 (NEW) .]

**3. Property insurance.** "Property insurance" means all contracts of insurance covered by section 705.

[ 1973, c. 625, §146 (NEW) .]

SECTION HISTORY

1973, c. 625, §146 (NEW).

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