

PROGRESSIVE CORP/OH/  
Form 4  
January 29, 2008

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## 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 \*  
KELLY JEFFREY D

(Last) (First) (Middle)

6300 WILSON MILLS ROAD

(Street)

MAYFIELD VILLAGE, OH 44143

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

PROGRESSIVE CORP/OH/ [PGR]

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

01/28/2008

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Price			
Common	01/28/2008		M		35,045 A \$ 4.7456	92,489	D	
Common	01/28/2008		S		1,300 D \$ 18.505	91,189	D	
Common	01/28/2008		S		400 D \$ 18.515	90,789	D	
Common	01/28/2008		S		100 D \$ 18.52	90,689	D	
Common	01/28/2008		S		1,200 D \$ 18.525	89,489	D	
Common	01/28/2008		S		13,645 D \$ 18.53	75,844	D	
Common	01/28/2008		S		4,400 D \$ 18.5301	71,444	D	
Common	01/28/2008		S		1,000 D \$ 18.535	70,444	D	
Common	01/28/2008		S		100 D \$ 18.54	70,344	D	

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Common	01/28/2008	S	200	D	\$ 18.555	70,144	D
Common	01/28/2008	S	3,000	D	\$ 18.56	67,144	D
Common	01/28/2008	S	300	D	\$ 18.57	66,844	D
Common	01/28/2008	S	100	D	\$ 18.585	66,744	D
Common	01/28/2008	S	800	D	\$ 18.62	65,944	D
Common	01/28/2008	S	2,300	D	\$ 18.63	63,644	D
Common	01/28/2008	S	3,200	D	\$ 18.6401	60,444	D
Common	01/28/2008	S	1,500	D	\$ 18.65	58,944	D
Common	01/28/2008	S	1,500	D	\$ 18.66	57,444	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
2000 Director Option	\$ 4.7456	01/28/2008		M	35,045	10/22/2000	04/21/2010	Common	35,045

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KELLY JEFFREY D 6300 WILSON MILLS ROAD MAYFIELD VILLAGE, OH 44143		X		

## Signatures

David M. Coffey, by Power of  
Attorney

01/29/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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