

TARGET MARKET STATEMENT

Motor Fleet



Introduction

The purpose of our Target Market Statement is to provide clear information about who our products are designed for and how they should be distributed.

Product Information

There are two levels of cover available with the Motor Fleet product:

Type of cover	Comprehensive	Third Party Fire & Theft
Legal liability for injury to passengers, the public and their property	✓	✓
Legal defence costs for manslaughter or causing death by dangerous driving	✓	✓
Loss of or damage to vehicles by fire and theft	✓	✓
Accidental damage, vandalism or malicious damage	✓	✗
Windscreen damage	✓	✗

This product provides the following cover as standard:

1. Loss or damage to your vehicle
2. Third part liability
3. Foreign use
4. Trailers
5. Personal effects
6. Medical expenses
7. Personal accident cover
8. Legal Expenses Protection

Target market

Motor Fleet insurance is for companies, sole traders or partnerships operating a fleet of 3 to 25 vehicles comprising of cars and commercial vehicles used for the business of the policyholder (excluding use for hire or reward) and social domestic and pleasure purposes.

Our product is designed to enable such businesses to minimise disruption and continue to trade following impact from insured perils such as theft, flood, fire or legal action.

Types of customers for whom the product would be unsuitable

- Non-commercial customers

Any notable exclusions or circumstances where the product will not respond

We do not provide cover against loss, damage or liability arising from the use of your vehicle whilst carrying hazardous goods.

We do not provide cover if the driver or user of your vehicle to your knowledge does not hold a licence to drive your vehicle or has had their licence revoked.

Information for our distributors

Distributors are expected to have considered the customer's needs and characteristics to ensure that the product and coverage selected meet their requirements. They should also consider any aspects that may make the customer be deemed vulnerable, such as poor health, resilience, or capability.

Any commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value to the customer.

Our annual review process and assessment of Fair Value

- We understand the value to customers in providing the products and the impact of vulnerability
- The products provide value for money within the market they support
- The products deliver high quality service and customer experience
- The level of sales, renewals and cancellations are in line with expectations, with no adverse trends identified
- Our products remain in line with market benchmarking and target market suitability
- Product performance is analysed, including claims and complaints data
- There are no barriers to making a claim

Product Review and Fair Value Assessment Outcome

Our Motor Fleet review and fair value assessment process was completed during Q3 2024. The assessment has shown that our Motor Fleet product meets the fair value requirements under PROD 4.3.

Please see below for the outcome of the review.

VALUE PRINCIPLE	MEASUREMENTS
Understand the value to customers in providing the product	<ul style="list-style-type: none">• This product continues to address customer needs in provision of all risks, modular cover, in line with target market expectations and market benchmarking
Ensure product delivers high quality service and customer experience	<ul style="list-style-type: none">• A comprehensive review of annual claims and declinature data was analysed which indicated that performance and service were as expected with no barriers to claim• Consistent claims levels against cover sections and perils indicating key cover areas in place• Complaints analysis completed with no trends or issues identified
Ensure level of sales are in line with our & customer expectations	<ul style="list-style-type: none">• Sales of our products continue to fall in line with sales expectations with no issues highlighted• Our products demonstrate high retention rates and low cancellation rates which indicates ongoing customer satisfaction
Provide a product that offers cover that is in line with target market suitability	<ul style="list-style-type: none">• A full market comparison exercise was completed to benchmark our products and that we continue to offer market comparable cover and services

ASSESSMENT DATE: Q3 2024

NEXT ASSESSMENT DATE: Q3 2025

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