

TARGET MARKET STATEMENT



Motor Trade Internal Risks

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

The flexibility of the Motor Trade Internal Risks policy allows customers to select the cover they require to suit their business needs from the following options:

Section 1 – Legal Liabilities (optional)	Indemnity is provided for legal liability incurred for damage and expenses in respect of injury or damage caused to persons (including employees) or property not owned by the insured
Section 2 – Loss of or Damage to Vehicles at Your Business Premises (optional)	Loss or damage to Yours and Customers vehicles at Your Business Premises caused by Fire or Theft
Section 3A – Contents (optional)	Loss of or damage to business contents belonging to the Insured or for which they are responsible. Accidental damage to fixed glass at the Insured's Business premises
Section 3B – Buildings (optional)	Loss of or damage to the Insured's buildings, permanent outbuildings, walls, gates, fences, landlord's fixtures and fittings and/or tenants' improvements
Section 3C – Business Interruption (optional in conjunction with Section 3A Contents)	Increased cost of working following damage to Your contents and/or buildings
Section 3D – Money (optional)	Loss of money belonging to the Insured, within Insured's premises or while in transit

Several 24-hour helpline services are available for all customers for their business and employees, including business assistance following premises damage or glass breakage plus Commercial Legal & Tax Advice and Employee Counselling.

Target market

Our Motor Trade Internal Risks product is designed to meet the requirements of the motor trader who requires additional cover than that provided by a road risks policy. Cover is available to full and part time, self-employed motor traders operating on a formal business either from dedicated business premises, on a mobile basis, or from their home address.

The product is designed to enable such businesses to minimise disruption and continue to trade following impact from insured perils.

Types of customers for whom the product would be unsuitable

This product is not suitable for anyone who is not:

- a motor trader who is a self-employed person or persons actively operating a formal business, on a full or part-time basis, for profit, either selling vehicles or providing a service relating to the repair or maintenance of motor vehicles.

Any notable exclusions or circumstances where the product will not respond

Not applicable

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

As part of the annual review process and fair value assessment of our Motor Trade Internal Risks product we ensure that:

- We understand the value to customers in providing the products
- 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

Our robust process identifies any improvements and follows a rigorous sign off process. Further information regarding our product approval process can be found [here](#)

2024 Product Review and Fair Value Assessment Outcome

Our Motor Trade Internal Risks review and fair value assessment process was completed during Q4 2024. The assessment has shown that our Motor Trade Internal Risks 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 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 claimConsistent claims levels against cover sections and perils indicating key cover areas in placeComplaints 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 highlightedOur 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: Q4 2024

NEXT ASSESSMENT DATE: Q4 2025

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