

# TARGET MARKET STATEMENT



## Private Car

### 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.

All our products are reviewed on an annual basis and we are pleased to provide further information about our **Product Approvals Process** on our website.

### Product Information

The following cover is provided on both comprehensive & TPF&T policies;

- New Vehicle Replacement - (55% Value)
- Replacement Vehicle
- NCD Protection
- Foreign Use
- Windscreen Cover (not available for TPF&T)
- Legal Costs & Expenses
- Damage to TP Property
- Cancellation Terms (mid-term)
- Audio limit (manufacture & non-manufacture fit)
- Satellite Navigation (manufacture & non-manufacture fit)

The following covers are only available on comprehensive policies;

- DOC
- Replacement Locks
- Personal belongings
- Personal Accident
- Medical Expenses
- Overnight Accommodation
- Child Car Seats

Some limits differ between Comprehensive and TPF&T cover

### Target market

Our car insurance is designed to cover customers who are looking for comprehensive or third party, fire and theft (TPFT) cover and are:

- aged between 17 and 85
- a permanent UK resident
- currently holding a full UK driving licence (including restricted licences), UK provisional or EU licence
- keeping their car at their home address, and
- want to insure themselves and no more than 3 named drivers.

## Types of customers for whom the product would be unsuitable

- Vehicle Value: over £60,000
- Vehicle Type: High performance prestige cars, Q-plates, Classic car, Motorhomes, motorcycles, American imports, kit cars and grey imports
- Modifications: Any performance enhancing modifications
- Claims:  
Drivers are unacceptable (for new business) where there are
  - 2 or more Fault claims in the last 12 months
  - 3 or more Fault claims in the last 3 years
  - 2 or more Fault claims in the last 3 years if the driver is aged over 75
  - 2 or more Fault claims in the last 3 years if the driver is aged under 21 or has held a Full UK/EU licence for less than 2 years
  - 2 or more Fault claims in the last 3 years if the driver is a provisional licence holderRisks are unacceptable where there are
  - 3 or more Fault claims in the last 12 months
  - 4 or more Fault claims in the last 3 years
  - 5 or more Fault or Non-Fault claims (excluding Windscreen claims) in the last 3 years
  - 2 or more Theft / Malicious Damage / Vandalism / Fire claims in the last 3 years
  - 4 or more Windscreen claims in the last 3 years
- Driving convictions: Any convictions graded F or above are unacceptable. Any risk or driver with 4 or more convictions of any grade in the last 5 years are unacceptable
- Certain occupations linked to: Entertainment, high-profile celebrities, bookmakers, professional sport, fast food delivery and the like are unacceptable.
- Criminal convictions: Any unspent criminal convictions
- Insurance refusal: Customers who have had insurance cancelled, declined or refused in the last 5 years.

NB This list is not exhaustive

## Any notable exclusions or circumstances where the product will not respond

Not Applicable

## Information for our distributors

As part of our annual product review process, fair value and relevant measures are assessed.

Our full policy wording and product review lifecycle can be found on our website:

[www.coveainsurance.co.uk/products-and-services/personal-lines/personal-lines-overview/](http://www.coveainsurance.co.uk/products-and-services/personal-lines/personal-lines-overview/)

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

The following Fair Value Principles are assessed:

- Understand the value to customers in providing the product:
- Ensure product delivers high quality service and customer experience
- Ensure level of sales are in line with expectations
- Provide a product that offers cover that is in line with target market suitability

## 2024 Product Review and Fair Value Assessment Outcome

VALUE PRINCIPLES	MEASUREMENT
Understand the value to customers in providing the product	<ul style="list-style-type: none"><li>• Our Private Car product provides cover on a Comprehensive or TPFT basis to customers. Cover provisions fall in line with target market expectations.</li><li>• Claims declinatures analysis is in line with expected levels, and no carriers to claim were identified.</li><li>• Claim frequency indicate that customers have a need for the features/ cover provided.</li><li>• Enhancements to our product wording to improve customer understanding and clarity were delivered alongside product changes in 2024.</li></ul>
Ensure product delivers high quality service and customer experience	<ul style="list-style-type: none"><li>• Customer experience scores for all intermediated products are strong. NPS YTD score identified as "Great". CSAT score identified as rating 'Good'. These scores illustrate quality levels against service levels which is positive.</li><li>• Claims complaints as a % of claims are as expected.</li><li>• Customer vulnerability factors have been reviewed, and no areas of concern have been identified.</li></ul>
Ensure level of sales are in line with our expectations	<ul style="list-style-type: none"><li>• Policy sales have fallen since last review however the motor market is ultra-competitive. In addition, rate action to counter claims inflation has been challenging but this is not a sign of poor product performance. Sales are within expectations against our plan.</li><li>• Product retention and cancellation rates were analysed and indicate no areas of concerns around product value.</li></ul>
Provide a product that offers cover that is in line with target market suitability	<ul style="list-style-type: none"><li>• A full market comparison exercise was completed, benchmarking our product against market segment products.</li><li>• Overall price is not significantly exceeding the average in the market.</li><li>• Customer segmentation review and analysis were completed to ensure that our product is suitable for the target market. No issues identified.</li></ul>

**ASSESSMENT DATE:** Q4 2024

**NEXT ASSESSMENT DATE:** Q4 2025

### COVEA INSURANCE PLC

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Registered in England and Wales No. 613259

Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority No. 202277

K6517.11.24