



Motor Fleet

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules (“PROD”) require product manufacturers such as NIG to share information with distributors about the intended target market for their products.

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer’s needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

Target market – target customer statements

Target market needs statement

This policy meets the needs of businesses with cars or light commercial vehicles with a legal obligation to insure for use on the roads and who have retained the services of a professional insurance intermediary to advise them.

These customers will require protection for either comprehensive or third party, fire and theft risks, as outlined below.

Target market objectives statement

Our target market seeks to be covered to ensure they are able to comply with the law as well as certain other risks to protect their vehicle from damage. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business’s obligations to employees, customers and wider society.

Target market interests statement

Our target market is looking for a product that allows some flexibility in cover, that can be tailored to the specific needs of their business, a product that grows with their business.

Target market characterisation statement

The majority of risks underwritten by U K Insurance Ltd under this product are UK-based owners of cars, vans and other commercial vehicles who retain the services of a professional insurance intermediary.

Distribution

This product is only available through professional intermediaries via our regional trading teams. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Businesses with 4 or more vehicles Vehicles can be cars, vans or other commercial vehicles, including tippers, up to 7.5 tonnes Gross Vehicle Weight HGVs (over 7.5 tonnes GVW) are acceptable if these represent less than 25% of vehicles insured	Businesses with fewer than 4 vehicles, although they could be accommodated on our MiniFleet or Commercial Vehicle products Fleets where more than 25% of the vehicles are HGVs or tippers Any tippers over 7.5 tonnes GVW Buses and coaches
Businesses whose vehicles are UK registered, taxed and have valid MOT	Businesses whose vehicle is not legally on the road
Businesses whose vehicle has not been adapted, converted or modified	Businesses whose vehicle has been adapted, converted or modified, e.g. converted motorhomes, minibuses
Businesses who need a third party property damage limit of no more than £20m (private cars) or £5m (commercial vehicles)	Businesses who need higher limits, e.g. as a result of a contract requirement
Businesses who require either business use or carriage of own goods	Businesses who carry goods that are not theirs, e.g. couriers or delivery drivers
Businesses who require Comprehensive, Third Party, Fire & Theft, Third Party Only or Laid Up cover at policy or vehicle level	Businesses who require add on products such as Guaranteed Hire Vehicle or Motor Breakdown; some of these may be able to be bought as freestanding covers separately
Businesses where all drivers are aged 21 and above are preferred but lower limits may be acceptable depending on the risk	Cover for drivers younger than age 21 (depending on the risk)
Established businesses with a proven 3–5 year claims experience	New ventures with no history of insurance
Businesses with strong risk management cultures, including a proactive approach to Occupational Road Risk management	
Businesses interested in transferring financial risk by insuring with an A rated insurer (A1 Moody's)	
Businesses from a wide variety of clerical, construction, retail, wholesale and manufacturing trades e.g. accountants, builders, carpenters, grocers, etc.	Businesses who are operating as couriers or delivery drivers (multi drop), hauliers, self-drive hire operators, taxi or private hire fleets

Available covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	1. Accidental Damage/ Loss or Damage by Fire or Theft	Mandatory?	Yes
Cover for loss of or damage to the vehicle and accessories caused by accidental damage, fire, theft or attempted theft			
Cover	2. Liabilities to Third Parties	Mandatory?	No
Cover for liability to third parties (including passengers) in respect of compensation for injury or damage, legal costs and emergency treatment			