For distributor use only. Not approved for use with customers.

Aviva Plant and Equipment Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Plant & Equipment Insurance product. It is intended to help distributors understand the target market for this product, at new business and at point of renewal. In addition, distributors should consider whether any changes in circumstances may result in some features of the product no longer being suitable (for example distribution channel, features/covers, communication method and payment method).

Aviva Insurance Limited will overlay some eligibility and risk acceptance criteria which will be applied and shown through the quote process. This will result in some customers for whom the product is suitable not being eligible due to our current risk appetite.

Aviva Insurance Limited is the Product Manufacturer for this product and may source elements of cover from third parties. Full details are contained within the policy documentation.

Eligibility Criteria?

- Cover can be provided to a broad range of business customers.
- Policies for this Product are individually underwritten. Cover may be restricted to those activities described in the business description or additional terms may be applied for specific risk features.

Who is Aviva Plant & Equipment Insurance suitable for?

- Aviva's Plant & Equipment Insurance product is designed to provide cover for a business's own plant and equipment or hired in equipment, or if they are responsible for the movement of machinery.
- In limited circumstances cover can be provided for individual customers who hire plant and equipment from a third party and are required to cover certain liability for damage and hiring charges.

Who is this product not suitable for?

- Customers with premises outside of the United Kingdom of Great Britain and Northern Ireland, the Channel Islands and the Isle of Man.
- Customers who are not involved in running a commercial business.
- This product is not generally suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.
- Customers who require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Plant & Equipment Insurance be sold?

- Aviva's Plant & Equipment Insurance product is suitable to be sold face to face or via telephone.
- This product can be sold with or without advice depending on your preference and in line with FCA regulations.

What features should you be aware of when considering this product?

- This product provides for:
  - Plant & Equipment-all risks cover for plant & equipment on either a specified item or blanket cover basis as well as the legal liability in respect of hired in plant and equipment. It includes additional benefits such as cover for damage to plant and equipment whilst temporarily removed anywhere in the European Economic Area (up to a maximum period).
  - Machinery Movement-damage to machinery for which the customer is responsible during a defined operation. The cover options include: Dismantling, Installation (including testing or commissioning), Handling, Re-siting, Transit (including loading & unloading). It includes additional benefits such as cover for sub-contractors in respect of damage to the property insured to the extent required by the conditions of the contract.
- We recognise that some individuals have additional support needs, such as alternative formatted documents, when purchasing or understanding our products. Aviva Insurance Limited is committed to helping meet these needs. If additional support is required, please contact us to discuss how we can assist the customer.
- Sales journeys must identify customer eligibility and ensure that key information and choices to be made are presented to customers in a way that supports a customer through the process of understanding core cover and configuring optional elements of insurance to suit their specific demands and needs.
- Whilst there is a degree of complexity driven by the need to select appropriate optional additional covers and tailor configurable elements of insurance, each element, limit or choice is sufficiently simple for customers to understand without advice as the underwriting method frees customers to engage with their cover selection. This alongside the annual renewal process, enables familiarity in order to support their decision making.
- This product does not cover things such as:

  Plant & Equipment

  - Damage to the business' own plant and equipment caused by its own mechanical or electrical breakdown.
  - Damage to property insured whilst being used in connection with particular specified activities such as mining, quarrying, recycling etc unless specified in the schedule and accepted by the underwriter.

  Machinery Movement

  - Damage caused by the use of any tool or process applied to the property insured during maintenance, repair, alteration, modification or overhaul.
  - Damage as a result of chipping of painted surfaces or scratching of any surface.
  - Damage to property insured due to its own electrical or mechanical failure or explosion.
  - Liquidated damages, fines or any other penalties under contract for delay or non-completion.
- Customers have the flexibility to choose how to pay their premiums: monthly or annually, as best meets their needs.

Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits			
Product cover option	**This product is designed to provide financial protection if**	**Who could this option be suitable for?**	**Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?**
None available for this product.			

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