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

Aviva Motor Trade Insurance Target Market Statement

This document has been prepared by Aviva Insurance Limited to provide an overview of our Commercial Lines Motor Trade 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?

- 2 product options are available which have differing eligibility criteria:
  - **Motor Trade Combined** – covers driving on an unspecified driver basis and is suitable for larger risks operating from commercial premises. Unlimited drivers and vehicle numbers.
  - **Small Business Motor Trade** – covers driving on a specified driver basis and is suitable for smaller risks with or without commercial premises, subject to defined eligibility criteria. Up to 10 named drivers and 10 vehicles.

Who is Aviva Motor Trade Insurance suitable for?

- Aviva's Motor Trade Insurance product is a Commercial Lines General Insurance product suitable and designed for customers who run a motor trade business with or without a commercial premise (smaller risks) or from one or more commercial premises (larger risks) in the United Kingdom.
- Motor Trade businesses principally involved in the sale, service, repair, inspection and testing of vehicles.
- This product is a modular commercial insurance product which allows the customer to build a commercial insurance solution specifically for their business. Motor Trade is expected to be sold with cover for Property, Liability and/or Motor, with other covers including: Business Interruption, Road Risks, Legal Expenses, Accident & Health, Management Liability, Crime, Cyber, and Engineering being available if required by the customer.

Who is this product not suitable for?

- Customers who are not involved in running a commercial motor trade business.
- This product is not 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 seeking insurance solely for privately owned vehicles. Cover for personally owned vehicles is not automatically included under this policy, although it may be available on request and subject to underwriting acceptance.
- Customers that require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Motor Trade Insurance be sold?

- Aviva's Motor Trade product can 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?

- There are different underwriting options available when purchasing this product and individuals should consider which option is the best for their circumstances.
- 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 (such as excess), 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.
- Cover can be on a named driver or open driving basis subject to defined eligibility criteria.
- This product can provide cover for third party liability as required by the Road Traffic Act, and protection for the business' vehicles from accidental damage, fire and theft.
- Customers cannot purchase this product if they have unspent convictions or any pending prosecutions.
- This product does not cover things such as:
  - Pre-existing damage or claims because something's faulty or built badly to start with.
  - Damage that's happened slowly over time.
  - Carriage of passengers for hire or reward.
- Customers have the flexibility to choose how to pay their premiums: monthly or annually, as best meets their needs.

Optional additional covers/Extensions which are available with this product:

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?**
Property Damage	• The business' assets (including machinery, stock, vehicles, contents or buildings) are damaged through events such as fire, theft (including that by their own employees), flood, escape of water, subsidence and terrorism.	• Customers who want to protect their property.	• Customer who do not wish to protect their property.
Road Risks	• Cover is needed for third party liability as required by the Road Traffic Act, and protection for the business' vehicles from accidental damage, fire and theft.	• Customers who want road risks cover as required by the Road Traffic Act.	• Customers who do not want to insure Road Traffic Act Liabilities. • A number of optional covers are available if required by the customer.

Optional additional covers/Extensions which are available with this product: continued:

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?**
Public Liability	• Costs for legal liabilities which have been incurred by the customer to third parties for property damage or personal injury.	• Customers who require financial cover for legal liabilities to third parties for property damage or personal injury.	• Standard limit of indemnity is £5m.
Legal Expenses	• Access is required to legal advice to help pursue or defend a variety of legal proceedings, including property protection, employment, tax and contract disputes.	• Customers requiring Legal Services or Advice.	• Customers who do not require Legal Services or Advice.
Accident and Health	• Employees are injured whilst travelling for the purpose of the business.	• Customers who want to protect employees in the event of accidental bodily injury occurring when travelling for the business.	• Customers who have alternative cover to protect employees in the event of accidental bodily injury occurring when travelling for business. • Customers who do not wish to extend cover beyond mandatory Employer's Liability Insurance.
Business Interruption	• Cover is required for loss of business income following insured damage to property.	• Customers requiring financial protection for additional expenses incurred due to an insured loss.	• Customers who don't want to financially protect their business income.
Management Liability	• Cover is required which protects both individuals (in the form of Directors and Officers Liability) and companies (in the form of Employment Practices Liability and Corporate Legal Liability) against claims being made against them.	• Customers who want financial protection in the event that claims are made against them in relation to the running of the business.	• Customers who don't foresee claims being brought against them or don't feel that they will benefit from the additional protection.
Cyber	• Protection is required for the business against the financial impact of cyber risks.	• Customers who want to protect their business against the financial impact of cyber risks, such as hacker attacks, ransom ware, social engineering fraud, denial of service attacks, reputational damage or compensation claims made against the business for failing to keep personal or commercial data secure.	• Customers who have alternative cover via a standalone cyber policy.

Optional additional covers/Extensions which are available with this product: continued:

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?**
Engineering	• Plant/Machinery/Computers and electronic equipment are damaged or break down.	• Customers looking to protect their business assets should they be damaged or destroyed by events such as fire or breakdown.	• Customers with no Plant or Machinery. • Gradual deterioration or wear and tear excluded.
Employers' Liability	• Costs for legal liabilities have been incurred by the customer for bodily injuries to the customer's employees.	• Customers wanting financial cover for legal liabilities for bodily injuries to their employees.	• A limit of indemnity of £10,000,000 including costs and expenses applies. • Customers with no employees.
Money, Assault and Wrongful Conversion	• Cover is required for loss of money from varying locations such as at the premises, in transit and at the homes of authorised employees. Assault cover includes damage to clothing and personal belongings, and medical and dental expenses. • Wrongful conversion provides cover intended to protect a customer when they lose ownership rights to a vehicle because they acquired it from someone who did not have legal title to sell it.	• Customers who want to protect against loss of money.	• Customers who don't require cover against loss of money and wrongful conversion.
Crime	• Cover required for any loss of money or other property as a result of theft, fraud or dishonesty by the business' employees and/or third parties.	• Customers who want to protect their business against theft, fraud or dishonesty by employees/third parties.	• Customers who do not require additional protection.

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BCOTR16962 10.2026