

Aviva Private Car (Open Market)

Target Market Statement



This document has been prepared by Aviva UK General Insurance to provide an overview of our Broker Personal Lines Private Car Motor 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

- Customers (and named drivers) must be aged 17 – 84 for new business. Existing customers aged over 84 years old may continue to renew their motor insurance policy if certain underwriting criteria are met.
- Customers must reside in, and the insured vehicle must be registered and kept within, Great Britain, Northern Ireland, the Channel Islands or the Isle of Man.
- Customers (and named drivers) who are insured to drive the vehicle must hold a valid driving licence.
- It supports customers whose lifestyle or job means they rely on a vehicle, by providing a guaranteed courtesy car, loaned vehicle cover and those who might want to use their vehicle abroad.
- Customers who have advised the DVLA (or DVA in Northern Ireland) of any notifiable illness or disability and they have agreed to the issue of a licence.

- Customers must be free of any unspent criminal convictions (other than motoring offences) or police cautions in the last five years, or prosecutions pending.
- Customer's vehicle must be in a roadworthy condition.

Who is Aviva Private Car (Open Market) Motor Insurance suitable for?

- Aviva Private Car is a Broker Personal Lines Motor Insurance product designed to offer Comprehensive cover for private cars. Also for vans which are not used in connection with the customer's business (up to 3.5 tonnes gross vehicle weight, unless the van is an electric vehicle which must not exceed 4.25 tonnes gross vehicle weight), providing financial protection for damage to the insured vehicle, in the event of catastrophe loss or damage such as fire, theft, malicious damage or road traffic accidents, and financial protection for non-catastrophe events such as glass damage or breakdowns.
- Aviva Private Car is designed for mass market customers who own/private lease or have a company vehicle and use it socially, or for domestic and pleasure purposes. These include, individual customers, sole traders and companies looking to meet the legal requirement to hold motor insurance, by providing liability cover to other vehicles or property and compensation for death or injury to any other person or animal.
- Cover is provided for commuting to a place of work and for the personal business of the main driver and their domestic/civil partner or spouse. Business use can be selected for private cars subject to certain underwriting criteria and can be further extended to cover a named driver who is an employee of the main driver or their domestic/civil partner or spouse, to drive in connection with the business of the main driver or their domestic/civil partner or spouse.
- This product is suitable for customers who want Comprehensive cover, providing financial protection for catastrophe events, with additional protection and flexibility to tailor non-catastrophe covers (such as breakdown cover, and cover for lower value claims through flexible excess offerings).
- Customers who require an annually renewable policy.
- Customers who can afford the annual or monthly premium.
- Customers who want to be able to save money on the upfront cost of their car insurance by amending their level of excess, but can meet the cost of any fees and/or compulsory excesses that may be charged at point of claim.

Who is Aviva Private Car (Open Market) Motor Insurance not suitable for?

- Customers (and named drivers) aged younger than 17 years, or new customers aged over 84 years.
- Anyone residing outside of, or the proposed vehicle is not registered or kept within, Great Britain, Northern Ireland, the Channel Islands or the Isle of Man.
- Vans (used in connection with the customer's business), sole traders or companies, and those with driving occupations (namely Chauffeur, Taxi Driver, Driving Instructor, Parcel or takeaway/fast food delivery) who need extended business use.
- Customers who work in any of these professions - professional entertainers, footballers, boxers, athletes, gamblers, chauffeurs, taxi drivers, driving instructors or parcel/ takeaway/ fast food delivery drivers.
- Customers who have been refused issue of a licence by the DVLA (or DVA in Northern Ireland).
- Customers with unspent criminal convictions (other than motoring offences) or police cautions in the last five years, or prosecutions pending.
- Customers who have been refused insurance or had a policy cancelled.
- Customers who require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Private Car (Open Market) Insurance be sold?

- Aviva Private Car (Open Market) can be sold through Software Houses, face to face, via telephone or postal application.
- 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. Please advise us of these additional needs and we can discuss how to support the customer.
- The product is supported by a standard Insurance Product Information Document, which is in a standardised format that is easily recognisable and understood by customers.

- 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.
- 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). However, each element, limit or choice is sufficiently simple for customers to understand without advice as the underwriting method frees customers to engage with their overall selection.
- The mandatory nature of car insurance, and the annual renewal process, means mass market customers are familiar with, and regularly engage with, this product type, creating a level of familiarity that supports their decision making. This alongside the annual renewal process, means familiarity that supports their decision making.
- Cover may be available for certain vehicle types e.g. classic cars, sports cars and high value vehicles through different policies e.g. High Net Worth or Classic Car propositions. Customers are advised to compare cover and price to ensure it meets their specific needs.
- Younger drivers are advised to compare cover and price with a telematics style policy.
- This product is not suitable for customers who have cover elsewhere.
- This product does not cover things such as:
 - Damage arising from wear and tear, electrical and mechanical breakdown, or gradual deterioration.
 - Loss value following a repair.
- Customers who pay their premiums monthly are more than likely to pay a higher premium than those who pay their premium annually, therefore consideration needs to be given regarding affordability.

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 Name	What customer need is met by this product?	Who is this product designed 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?
Enhanced Courtesy Car/ Hire Car	This optional additional cover is designed to provide an enhanced temporary replacement vehicle in the event of an insured incident resulting in a repair or where the vehicle has been stolen, damaged or stolen and not recovered and written off.	Vehicle owners who are frequent users and need alternative transport whilst their vehicle is being repaired following an insured incident or they are awaiting settlement of a total loss claim.	<ul style="list-style-type: none"> Customers who have cover elsewhere. Customers who do not wish to receive an enhanced courtesy car following an insured incident.
Private Car Gold	This optional additional cover is designed to provide assistance following a vehicle breakdown. It also provides recovery of the vehicle to a garage, overnight accommodation, or onward transportation if the vehicle cannot be repaired.	All car owners who would like the security of having breakdown and rescue cover in place for themselves and passengers following a motoring Breakdown.	<ul style="list-style-type: none"> Customers who do not wish to purchase Gold cover in advance or who would not use the product because they have another means of assistance they could use in a breakdown situation. Customers who have cover elsewhere.
Protected No Claim Discount	This extension is designed to provide protection for a customer's No Claim Discount in the event of a claim where they are 'at fault'.	Customers who want to ensure that their No Claim Discount will not be impacted by an 'at fault' claim.	<ul style="list-style-type: none"> Customers who do not want to pay an additional amount to protect their No Claim Discount in the event of an 'at fault' claim.
Premium Finance	This product is designed to allow customers to finance their premiums using a loan. It offers customers the option of spreading their annual payment across the term. The customer will need to pay an interest rate on the loan during this period.	Customers who want to manage their finances on a monthly basis or do not have the finances to pay the insurance premium upfront.	<ul style="list-style-type: none"> Customers who do not want to pay any interest on their premium. Customers who want to pay their insurance premium annually.