

Aviva Premier Bike (Comprehensive)

Target Market Statement



This document has been prepared by Aviva UK General Insurance to provide an overview of our Aviva Premier Bike Personal Lines 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 riders) must be aged 16 – 69 years old for new business. Existing customers aged over 69 years old may continue to renew their motor insurance policy if certain underwriting criteria are met.
- Customer must reside in, and insured vehicle must be registered and kept within, Great Britain, Northern Ireland, the Channel Islands or the Isle of Man.
- 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.
- Customer must be free of any unspent criminal convictions (other than motoring offences) or police cautions in the last five years, or prosecutions pending.
- Customers must not have been refused insurance or had a policy cancelled.
- Customers must not work in any of these professions – professional entertainers, footballers, boxers, athletes, gamblers, chauffeurs, taxi drivers, driving instructors or parcel/takeaway/ fast food delivery drivers.

Who is Aviva Premier Bike (Comprehensive) Motor Insurance suitable for?

- This is a Personal Lines General Insurance product suitable for individual customers and sole traders and companies.
- Aviva Premier Bike Insurance is a motorcycle insurance product that provides customers with flexibility of choice through either Comprehensive or Third Party, Fire & Theft or Third Party Only cover. This Target Market Statement relates to Comprehensive cover.
- Aviva Premier Bike (Comprehensive) Motor Insurance is designed to meet the legal requirement to hold motor insurance, by providing liability cover to other vehicles or property and injury to any other person or animal. It supports customers whose lifestyle or job means they rely on a motorcycle and those who might want to use their motorcycle abroad.
- In addition, it provides financial protection for damage to the insured motorcycle, 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 breakdowns.
- Aviva Premier Bike (Comprehensive) Motor Insurance is designed for mass market consumers who own/private lease or have a personal company motorcycle and use it socially, for domestic purposes, for getting to and from various places of work or for Personal Business (business use for the main rider and their domestic/civil partner or spouse).
- Aviva Premier Bike (Comprehensive) Motor Insurance is suitable for customers who want comprehensive cover, providing financial protection for catastrophe events, with additional protection and flexibility to tailor non-catastrophe covers (cover for lower value claims through flexible excess offerings).
- Multiple motorcycles or riders may be covered by the same insurance policy.
- Customers who reside in Great Britain, Northern Ireland, the Channel Islands and the Isle of Man.
- Customers who require an annually renewable policy.
- Customers who can afford the annual or monthly premium.

Who is Aviva Premier Bike (Comprehensive) Motor Insurance not suitable for:

- Customers (and named riders) aged younger than 16 years, or new customers aged over 69 years.
- Customers who reside outside of Great Britain, Northern Ireland, the Channel Islands and the Isle of Man.
- Customers with riding occupations (namely Chauffeur, Taxi Driver, Driving Instructor, Parcel or takeaway/fast food delivery) who need extended business use.
- Customers who have been refused a licence by the DVLA (or DVA in Northern Ireland).
- Customers who have been refused insurance or had a policy cancelled.
- Customers with unspent criminal convictions (other than motoring offences) or police cautions in the last five years, or prosecutions pending.
- Customers who require a Third Party Only or Third Party, Fire & Theft motorcycle insurance policy.
- Customers who require short term non-renewable cover.
- Customers who have cover elsewhere.
- Customers who cannot afford the annual or monthly premiums.

How can Aviva Premier Bike (Comprehensive) Motor Insurance be sold?

- Aviva Premier Bike (Comprehensive) Motor Insurance can be sold face to face, via telephone or postal application.
- Aviva Premier Bike (Comprehensive) Motor Insurance 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?

- Aviva Premier Bike (Comprehensive) Motor Insurance is a mass market product that has been developed based on customer research to ensure an appropriate level of customer understanding without the provision of advice.
- The mandatory nature of motor 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.

- 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.
- 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.
- This product does not cover things such as:
 - Damage arising from wear and tear, electrical and mechanical breakdown, or gradual deterioration.
 - Loss of value following a repair.
- 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.
- 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?
Protected No Claim Discount	This extension is designed to provide protection for a customer's No Claim Discount in the event of an accident where they are 'at fault'.	Customers who want to ensure that their No Claim Discount will not be impacted by an 'at fault' claim.	Customers who do not want to pay an additional amount to protect their No Claim Discount in the event of an 'at fault' claim.