

Target Market for

Ageas Optima Motorhome

ageas®
the crew behind you.



1. Cover Summary

- Optima Motorhome offers motorhome insurance for proposers who wish to use a coach built motorhome as a secondary vehicle. The policy includes 180 days EU cover, camping equipment cover and personal belongings cover. Optima Motorhome is restricted to Comprehensive cover.
- Terms, conditions and exclusions apply to Optima Motorhome. Full details are shown in the Policy Wording and IPID documents.

2. Identified Target Market

- Coach built motorhomes valued between £4,000 and £250,000.
- Drivers over the age of 30 who are resident in the UK.
- Motorhomes that are stored in secure locked storage sites or equipped with theft prevention technology if stored at the home address.
- Those with low annual mileages.
- Those who would only require commuting use in emergencies.

3. Customers for Whom the Product is Not Appropriate

- Those who do not have access to another vehicle, and thus want to use their motorhome as an 'everyday' vehicle.
- Those wishing to drive over 8,000 miles in a year.
- Drivers over the age of 75.

4. Distribution Channel

- This product is sold through intermediaries and is digitally traded on the following platforms: CDL Classic, CDL Strata, SSP Electra and SSP Pure.

5. Conflicts of Interest

- There are no circumstances we are aware of that will cause a conflict of interest.

If you have any questions, please speak to your Broker Account Executive.

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