



TARGET MARKET

Ageas Optima Car

1. Cover Summary

- Ageas Optima Car is a standard risk car insurance policy. It offers Comprehensive cover for the standard perils of accidental damage, malicious damage, fire and theft, or Third Party, Fire and Theft only cover. It also covers Third Party Injury and Damage, as required by the Road Traffic Act. Some other items are also included, for example cover for windscreen damage, replacement locks and driving abroad. No Claims Discount (NCD) can be used and earned on Optima Car, with the option to protect NCD if certain criteria are met.
- Terms, conditions and exclusions apply to Optima Car. Full details are shown in the Policy Wording and IPID documents.

2. Identified Target Market

- Drivers between the ages of 25 and 83.
- Drivers who'd like comprehensive cover for a privately owned car valued up to £60,000, or third party, fire and theft cover for a car that has a value of up to £5,000.
- Must be resident in the UK and have held a UK/EEA licence continually for at least 5 years.

3. Customers for Whom the Product is Not Appropriate

- Drivers of cars valued at more than £60,000.
- Those who have not held a UK/EEA licence for at least 5 years.
- Those requiring only temporary, or 'top-up' insurance;
- Drivers of Q-plated cars, or imported cars that were not meant for sale in the UK (including LHD cars);
- Those expecting to use their car for over 30,000 miles in a 12-month period;
- Customers that need to use their car for commercial travelling, or driving tuition;

4. Distribution Channel

- This product is sold through intermediaries and is digitally traded on the following platforms: Acturis, Applied, CDL, OpenGI, SSP and TGSL. Depending on individual agreements, this product can be sold face-to-face, over the phone, or through websites/aggregators.

5. Conflicts of Interest

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

For more information about this product and our wider broker offering, please visit ageasbroker.co.uk.

