



# TARGET MARKET

## Ageas Optima Bike 2

### 1. Cover Summary

- Ageas Optima Bike 2 is a motorcycle insurance policy aimed specifically at smaller motorcycles and mopeds, up to 125cc. The policy offers either Comprehensive cover, Third Party Fire and Theft cover or Third Party Only cover. Cover is available for Riding Abroad and the policy also provides New Replacement Motorcycle cover for bikes up to 6 months old. No Claims Discount (NCD) can be used and earned on Optima Bike 2, with the option to protect NCD if certain criteria are met.
- Terms, conditions and exclusions apply to Optima Bike 2. Full details are shown in the Policy Wording and IPID documents.

### 2. Identified Target Market

- Riders between the ages of 16 and 70.
- Riders who'd like Comprehensive cover for their motorcycle valued up to £15,000, or Third Party, Fire and Theft or Third Party Only cover for a bike 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

- Riders who require Third Party, Fire and Theft or Third Party Only cover for a motorcycle valued above £5,000.
- Riders of motorcycles valued at more than £15,000.
- Those who have not been continuous UK residents for the past 5 years.

### 4. Distribution Channel

- This product is sold through intermediaries and is digitally traded on the following platforms: CDL, OpenGI, SSP and TGSL.

### 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](https://ageasbroker.co.uk).

