



# Target Market Statement

## Motorcycle Insurance

### Cover summary

Ridersure offers a comprehensive motorcycle insurance policy which is underwritten by the following insurers:

- Ageas Insurance Ltd
- Aviva Insurance Ltd
- AXA Insurance UK Plc
- Europa Underwriting Ltd
- KGM Underwriting Services Ltd
- Highway Insurance Company Ltd
- Markerstudy Insurance Services Ltd
- Novitas Underwriting Ltd
- West Bay Insurance Plc

The brand offers all cover levels; Comprehensive, Third-Party Fire & Theft and Third Party Only.

The brand is designed to cover liabilities to third parties and to protect against financial loss of or damage to the policyholder's motorcycle.

Full details of our terms, conditions and exclusions are shown in the policy wording, IPID documents or documentation suite.

### Our products

We have listed below some examples of customer benefits which are based on underwriting acceptance:

- Riding other bikes
- New motorcycle replacement
- Legal costs and expenses
- Protection of No Claims Bonus
- Emergency treatment

### Who and what is the target market?

We have listed below the target market:

- Comprehensive cover level
- Social, Domestic and Pleasure usage
- Riders aged 50 plus
- Full licence holders
- Licence length from 10 years plus
- Midlands & South England postcodes
- Value between £1,001 and £8,000
- Garaged
- Mileage up to 6,000
- NCB 9 years plus

### Who and what are the products not suitable for?

Our products have limited quotability and competitiveness within the following:

- Riders aged 16 to 18
- European and International licences
- Courier and Business usage
- Modifications (specifically Turbo and Superchargers)
- Value over £20,000
- Mileage over 12,000

### Distribution channels

Our brand is distributed through the following channel to allow customers access to insurance quotations:

- Wholesale (B2B)

Please note, Ridersure does not distribute the product directly to customers.