# Motor Trade Liability - June 2026

## Target Market Statement

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| *Product Name* | Motor Trade Liability (Convex) |
| **Target Market – who is this product designed for?** | This Product has been designed for clients in the Motor Trade requiring Employer's Liability and Public & Product Liability.<br><br>This Product is not suitable for clients outside of the motor trade. |
| **Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?** | This product is only available via independent intermediaries whom clients should seek advice from. |
| **What are the key value elements of the product that are important for the target market?** | A product specifically designed for the target market with policy covers tailored to clients needs.<br><br>A team of specialist underwriters to provide guidance and support.<br><br>Wordings that aim to be clear to the target market |
| **What client need is met by this product?** | The need to protect their business from unforeseen legal liabilities. The Core Covers available include;<br><br>• Employers Liability -Damages and legal costs that arise as a result of claims from employees suffering death, injury, illness or disease from their employment.<br><br>• Public and Products Liability - Legal liability in connection with the client's business to pay compensation including legal costs for: |

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| **What client need is met by this product?** | |
| **Can this product be sold without advice?** | This product should be sold in line with FCA regulations and should be sold with advice. |
| **How can this product be sold?** | Only via an independent intermediary.<br>To ensure the client receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees, or charges |
| **How is value assessed?** | The value of this product is subject to review by Insurers taking into account factors such as:<br>- Commission<br>- Complaints<br>- Cancellations<br>- Claims information<br>- Loss ratios |

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