

Target Market Statement

Consumer Automotive Warranty

Product Description

The Consumer Automotive Warranty provides mechanical breakdown insurance to consumers.

Customer needs met by this product:

Type	What it covers
Consumer Automotive Warranty	The Consumer Automotive Warranty product has been designed to help reduce the financial impact of unexpected and potentially expensive mechanical repairs to motor vehicles by covering the parts and labour costs on covered components.

Distribution channels

This product is designed to be distributed via coverholders as well as through motor dealerships and affinity partnerships.

Who the product is designed for

This product is designed for consumers who own eligible cars, caravans, motorbikes, motorhomes (or other eligible vehicles) who require insurance for covering the cost of replacement parts and labour, in the event of a breakdown.

Characteristics of the target market

The product is designed to help reduce the financial impact of unexpected and potentially expensive mechanical repairs to a motor vehicle by providing the parts and labour coverage on covered components.

Exclusions where the Insurer is not liable for the costs incurred include (but are not limited to):

- During the manufacturer's guarantee period.
- The cost of repair following accidental damage.
- As a result of the recall or modification of all equipment in a model range.
- By equipment which has been used for commercial use.
- As a result of routine maintenance (cleaning, overhaul or modification).
- If manufacturer's instructions are disregarded.
- General wear and tear and worn-out components.
- Any Excluded Vehicle use, including use for competition, trial, track days, rally, racing, pace making or off road use. Any vehicle used for hire or reward, transportation of goods, driving school, delivery courier and emergency or recovery services.

Objectives, needs and interests of the target market

This insurance covers Consumers for the repair or replacement, of mechanical and electrical components of their vehicle suffering a sudden and unforeseen breakdown. Different coverage levels are available to suit your needs which can include:

- Overnight expenses and onwards travel.
- UK and overseas use.
- Temporary replacement vehicle hire.
- Vehicle Recovery costs to nearby repairing garage.

Customers for whom the product would not provide intended value

- Individuals that have residency, or vehicles registered, outside of the stated territories.
- Customers who do not own an eligible vehicle.
- Customers who wish to use their vehicles for a purpose which is an Excluded Vehicle Use.
- Customers who don't require mechanical breakdown cover.
- Customers with vehicles which do not meet specific vehicle age and mileage restrictions.

Optional additional covers

This section details the optional covers which are available with this product:

Arch does not offer any additional products with this offering, however we are aware that some distributors do offer additional add-ons. Where these are known and confirmed they have been considered as part of the overall value offering.