

# Agricultural Motor

<b>Review Type:</b>	Target Market Statement
<b>Review Completed:</b>	Q1 2026
<b>Review Period:</b>	2024/2025
<b>Next Review:</b>	2028

# Product Target Market Statement (1/4)

## Agricultural Motor

### What is this Product?

- Intact Agricultural Motor is a Commercial Lines Product suitable for Customers who require insurance for vehicles used in farming and agricultural businesses with the following mandatory covers provided:
  - **Loss of or damage** - to an Insured Vehicle and its accessories by Accidental Damage or by Fire and/or by Theft.
  - **Liabilities to Third Parties** – indemnity to the Insured in the event of an accident in respect of death or bodily injury, or
    - Damage to property damage private cars.
    - Commercial vehicles.
  - **Trailers, agricultural implements or machines** – whilst attached to the Insured vehicle and detached.
  - **Foreign Use** - in any country whose arrangements follow European Union Insurance Directives and are approved by the Commission of the European Union.
  - **Windscreen/Window Damage** – subject to an excess as shown in the policy schedule.
  - **Medical Expenses** - up to the amount shown in the Schedule for medical expenses for each person being carried in Your vehicle if they are injured in an accident involving Your vehicle.
  - **Emergency Treatment** - emergency treatment that must be provided under the Road Traffic Acts.
  - **Personal Accident Benefits** – payable direct to the injured person or their legal representative.
- **Keys/Lock transmitter loss or theft** – we will pay the cost of changing the locks, lock transmitter and central locking interface.
- **Personal belongings** – the amount of cover is shown in the schedule. This is applicable to Private Cars and Goods Carrying Commercial Vehicles only.
- **Indemnity** - for towing a trailer, caravan or broken-down motor car.
- **Legal Costs** – we may pay for a solicitor or barrister to defend anyone insured under this policy in a court or to represent the insured at a Coroners inquest or fatal accident inquiry.
- **Unauthorised Movement of Obstructing Vehicles** – Cover for you or anyone employed by You to move a vehicle which is not owned by You if it is blocking Your right of way.
- **Unauthorised Use or Driving of Vehicles by Employees** – Cover for your vehicle for use or driving not authorised by You, as long as that use or driver is allowed by Your Certificate of Motor Insurance.
- The key cover sections will have limits which are bespoke to the Customer and will be detailed in the Policy Schedule.

# Product Target Market Statement (2/4)

## Agricultural Motor

### What Customer need is met by the Product?

- This Product provides the Customer with protection against financial losses arising from specific insured events relating to running a Farm or Agricultural business with a diverse fleet of vehicles under one policy, fulfilling legal liabilities and protecting against operational downtime.

### Who is this Product designed for?

- The Product is designed for Customers who own/manage or are responsible for insuring vehicles like tractors, all-terrain vehicles (ATVs), and quad bikes for farming or agricultural contractors under one “Fleet style” policy.
- Customers who require protection offered by the compulsory covers as a minimum.
- Small and medium sized farming and agricultural businesses.
- Customers whose business is domiciled in the United Kingdom of Great Britain and Northern Ireland, the Channel Islands and the Isle of Man.
- Customers who require vehicles that can be used in any country whose arrangements follow European Union Insurance Directives and are approved by the Commission of the European Union.

### Who is this Product not designed to support, or are there any features that you should be aware of when offering this Product to Customers?

- Not suitable for Customers/businesses who require cover exceeding the policy limits.
- Individuals seeking personal, non-commercial car insurance for a single, private vehicle.
- Companies other than Small and medium sized farming and agricultural businesses.

- Customers whose business is domiciled outside of the United Kingdom of Great Britain and Northern Ireland, the Channel Islands and the Isle of Man
- Customers who require vehicles that can be used in countries whose arrangements do not follow European Union Insurance Directives or are not approved by the Commission of the European Union.
- Customers subject to any Economic Financial or Trade sanctions imposed by the European Union or United Kingdom, or any other prohibition or restriction imposed by law or regulation of the country of which the Policy is issued or would otherwise provide cover.

### Vulnerable Customers

- This product has not been designed to target customer groups with a higher likelihood of vulnerability. However, we recognise that any customer may experience vulnerability at any time due to personal circumstances.
- We design all products with this in mind and aim to avoid features that could lead to poor outcomes for customers with characteristics of vulnerability.
- Our colleagues and distributors are expected to be able to recognise when a customer may be in vulnerable circumstances and to respond with empathy and flexibility. This includes taking appropriate steps to understand the customer’s needs and provide support that enables informed decision-making.

# Product Target Market Statement (3/4)

## Agricultural Motor

### Can this Product be sold with or without advice?

- This Product can be sold with or without advice depending on Distributor's preference and in accordance with FCA regulations.
- This Product is supported by a policy summary and IPID.

### How can this Product be sold?

- This Product can only be sold via a Broker or Intermediary.
- This Product can be sold face to face or via telephone.
- The sales journey must identify Customer eligibility and that this Product, and any optional elements, are consistent with the Customer's demands and needs. The sales journey must also ensure that key details are presented to the Customer in a timely manner that allows informed decisions to be made.

### Eligibility and conditions, exclusions and excesses that may impact the outcomes that Customers may reasonably expect

- The Distributor must always consider whether they have the correct product to meet the Customer's needs.
- Eligibility and risk acceptance criteria will restrict access for certain risks which are outside of Intact's current strategy and risk appetite. Key eligibility and risk acceptance criteria include:
  - Business type
  - Geographic location of the Business
  - Established businesses with a proven 3–5-year claims experience.
- Policies for this Product are individually underwritten and individual indemnity limits, exclusions, and excesses that apply will depend upon the risk insured and will be stated in the Policy Quote and the Policy Schedule.

# Product Target Market Statement (4/4)

## Agricultural Motor

### How is the value of this Product assessed?

- We assess Product Value using quantitative (i.e. metrics) and qualitative information (e.g. processes and controls), including data from our Distributors relating to service and remuneration<sup>1</sup>, as appropriate.
- This Product has been approved in line with Intacts' Product Governance processes, including consideration of:
  - the value of the Intact Product: this includes: (i) Cover – whether the level of benefits and relevant exclusions offers value to the Customer, (ii) Utility – whether the Product is being used by the Customers of the intended target market, and (iii) Intact Service – whether the type and quality of services being provided is reasonable for the Customer,
  - the impact of distribution on the value: this includes whether Distributor remuneration is appropriate and bears a reasonable relationship to the services provided to the Customer, by the Distributor. If there are concerns, Intact will follow up with the relevant Distributors to agree remedial action.
- Based on the assessment performed, we have established that this Product is compatible with the objectives, interests and characteristics of Customers of the intended target market and that the distribution strategy is not detrimentally impacting the overall Product Value. We have therefore concluded that this Product provides fair value to Customers.

### What are the obligations of our Distributors?

- Manufacturer notification – all intermediaries must regularly review their product distribution arrangements to ensure they remain valid and up to date. Distributors must notify the Manufacturer as soon as practically possible if there are any value concerns for which remedial action is required.
- Remuneration – Distributors must ensure that any remuneration received, including any commission paid away to other parties in the distribution chain, for an insurance product does not result in the product ceasing to provide fair value to the Customer.
- Provision of information – if so requested, Distributors must provide the Manufacturer with: (i) information on the Distributor's remuneration in connection with distribution of the insurance product; (ii) information on ancillary products or services that may impact the intended value of the Manufacturer's primary insurance product; and (iii) confirmation that the distribution arrangements are consistent with the obligations of the firm under the FCA Handbook including SYSC 10 (Conflicts of Interest) and SYSC 19F.2 (IDD Remuneration).
- Price optimisation – if the Distributor is a price-setting intermediary, unless there is a reasonable basis, firms should not increase the price of the insurance product based on: (i) policies being subject to auto renewal compared to policies that are not subject to auto renewal; (ii) the Customer's vulnerability or any protected characteristics (unless the firm can rely on them under the Equality Act 2010); and (iii) where Customers purchase the policy using Retail Premium Finance.

1. Remuneration includes commissions, fees, charges, payments, and other economic or non-economic benefits.