

# **Target Market Determination**

# Comprehensive Plus Comprehensive Third Party Property Damage

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer BZI Motor Insurance is designed for;
- how it is distributed;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

The product is issued by Youi Pty Ltd (Youi). Blue Zebra Insurance (BZI) arranges and administers the product, and acts under a binding authority for Youi.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs.

More information about this product is contained in the PDS, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided to you whenever your circumstances change.

### Who this product is designed for

The BZI Motor Insurance product has been designed to meet a range of insurance needs for car owners. For the purposes of this product, cars include sedans, utilities, 4-wheel drives, vans, and people movers, up to 3.5 tonne kerb weight, manufactured in the last 30 years, and registered for use on Australian roads. However, certain car owners are outside the target market (see 'Who this product is not suitable for' below).

Within this product you can choose from three levels of cover depending on your objectives, financial situation or needs as outlined below.

#### 1) Comprehensive Plus Motor Insurance

BZI Comprehensive Plus Motor Insurance is designed to protect car owners whose likely objectives, financial situation and needs are to guard against the financial burden that may result from a material event damaging their car, or becoming legally liable for damage to other property or the death or bodily injury of a third party (when not covered under a statutory or compulsory scheme) through the use of their car.

The key attributes of BZI Comprehensive Plus Motor Insurance include coverage for events such as road accidents, storms, malicious damage, fires and theft, as well as some associated costs such as towing and theft of or damage to personal effects.

Another key attribute is legal liability, providing cover for damage to another person's property resulting from the use of their car. There is also cover for legal liability for death or bodily injury to a third party where that is not covered under a statutory or compulsory insurance scheme.

Comprehensive Plus cover provides broader coverage than the other two levels of cover so may suit car owners with particular needs, such as those who have purchased a new vehicle ("lifetime new-for-old replacement following total loss" additional benefit) or those who are reliant on their car and may need an extended hire car if repairs were to take longer than anticipated ("unlimited hire car" additional benefit). All of the optional covers provided under the Comprehensive cover (see below) are automatically included within the Comprehensive Plus cover.

Any of these events could result in significant vehicle car repair or replacement costs, so this cover is suitable for the intended target market.



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#### Motor Insurance

Comprehensive Plus, Comprehensive & Third Party Property Damage

#### 2) Comprehensive Motor Insurance

BZI Comprehensive Motor Insurance is designed to protect car owners whose likely objectives, financial situation and needs are to guard against the financial burden that may result from a material event damaging their car, or becoming legally liable for damage to other property or the death or bodily injury of a third party (when not covered under a statutory or compulsory scheme) through the use of their car.

The key attributes of BZI Comprehensive Motor Insurance include coverage for events such as road accidents, storms, malicious damage, fires and theft as well as some associated costs such as towing and theft of or damage to loss of personal effects.

Another key attribute is legal liability, providing cover for damage to another person's property resulting from the use of their car. There is also cover for legal liability for death or bodily injury to a third party where that is not covered under a statutory or compulsory insurance scheme.

Any of these events could result in significant vehicle car repair or replacement costs, so this cover is suitable for the intended target market.

Under Comprehensive cover, there are also some optional covers for purchase to meet more specific objectives, financial situation and needs of car owners. Where included on the policy, these optional covers are further key attributes of the product:

- (a) **Windscreen excess waiver** is designed for car owners who may be more susceptible to windscreen damage by offering one excess free claim per period of insurance where the damage relates only to the windscreen, or window, mirror or sunscreen glass.
- (b) **Hire car extension** is designed for car owners who require access to a vehicle should their primary vehicle be damaged by providing a hire car for up to 14 days when the car insured under the policy is being repaired (or equivalent travel expenses if a hire car is not chosen or cannot be provided).
- (c) **Roadside assistance** is designed for car owners who also require services designed to get them and their vehicles mobile again by providing 24-hour 7-day Australia-wide assistance for situations where the car has broken down or is unable to be driven. For example, if the car has a flat tyre, a flat battery, has run out of fuel, or the keys have been locked inside it.

#### 3) Third Party Property Damage Motor Insurance

Third Party Property Damage cover is designed for owners of cars, whose likely objectives, financial situation and needs are to guard against the financial burden that may result from becoming legally liable for damage to other property or the death or bodily injury of a third party (when not covered under a statutory or compulsory scheme) through the use of their car. This cover is designed for car owners who have the means to repair or replace their own car if it is accidentally damaged.

The key attribute of BZI Third Party Property Damage Motor Insurance is protection against legal liability for damage to another person's property or supplementary bodily injury resulting from the use of their car, such as in a collision.

Another key attribute is cover of up to \$5,000 for damage to the insured car caused by an uninsured vehicle. The accident must be the fault of the other driver and BZI need to be provided with their details.

This product is suitable for the target market because it limits their financial loss from accidents to the value of their own car plus any applicable excess.

# Who this product is not suitable for

BZI Motor Insurance is not suitable for car owners whose car:

- will be driven by someone who does not have a valid licence to drive in Australia;
- is used for hire, fare or reward (including ridesharing);
- is over 3.5 tonnes kerb weight;
- is over 30 years old, such as a classic car;
- will be used for racing, trials, contests or other events; or
- is unroadworthy or unsafe.

### **Distribution conditions**

BZI Motor Insurance can only be purchased through an intermediary authorised by BZI. BZI has contractual arrangements with brokers (including their Authorised Representatives) who are appropriately licensed to sell their products, and as part of their licensing these brokers have adequate training to provide this product to their customers. BZI has a range of supervision and monitoring procedures,

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and provides training and support regarding the process to follow for getting quotes for this product and administering the policies once purchased.

When completing a quote, the BZI processes include a number of questions that enable the collection of information that help to determine if the applicant is within the target market for this product, if we will insure them and their car, and for what premium and excess. The customer should always answer these questions accurately and check with their intermediary if they are not sure what a question means.

These conditions make it likely that BZI Motor Insurance will only be distributed to consumers within the target market for this product because the brokers have knowledge of the policy terms and conditions, and processes are designed to identify instances where a policy is not suitable for the applicant.

#### Reporting

BZI (as distributor of this product and Youi's agent) collects information and prepares reports regarding sales activity, performance, claims data and complaints on a quarterly basis (at least) and provides this to Youi.

All brokers who have been authorised by BZI to sell and administer this product must report the following information to BZI, who will incorporate it within their reporting requirements to Youi:

Reportable information	Reported by	Frequency
Complaints data including the number and nature of any	BZI	Quarterly (within 10 business days of the end
complaints (where these have not already been raised with BZI)	Brokers	of quarter)
Any occasions where this product has been sold contrary to	BZI	As soon as practicable after becoming aware of
the TMD	Brokers	the matter, and no later than 10 business days
Any feedback, regulatory orders or directions regarding the	BZI	As soon as practicable after becoming aware of
product or its distribution that are received from	Brokers	the matter, and no later than 10 business days
<ul> <li>a regulator,</li> </ul>		
The General Insurance Code Governance Committee, or		
AFCA		

Where necessary, BZI may request additional information from brokers to determine if this product has been sold contrary to the TMD.

# **Reviewing this document**

Youi will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as claims ratios and policy sales and cancellation rates; or
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above events occurring.

In any event, a review of this TMD will be completed no later than two years from the publication date of this TMD and subsequently at two-yearly intervals.

#### **Questions?**

If you have any questions about our products or this TMD, please contact your broker, or BZI:

Phone: 1300 171 535 Email: info@bzi.com.au