



## SEIB Insurance Brokers (SEIB) – Rural Private Hire Scheme Motor Fleet Product

**Includes AXA Commercial Product Target Market Statement**

AXA Commercial has undertaken a Product Review and Fair Value Assessment as the co-manufacturer of this product, in accordance with both our obligations under PROD 4.2 and the co-manufacturer contract with SEIB.

<b>Date of most recent Product Review and Fair Value Assessment</b>	August 2023
<b>Date of next Product Review and Fair Value Assessment to be completed by</b>	Within the next 12 months*

*\*We continuously monitor our products and apply a risk-based approach to our product governance; the next review and assessment may take place before this date and this document updated accordingly.*

### Outcome of the Product Review and Fair Value Assessment

As a result of the product governance activities undertaken across this product we can confirm:

- 1.The product remains consistent with the needs of the identified target market**
- 2.The product remains consistent with the fair value assessment**
- 3.The intended distribution strategy remains appropriate**

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#### Product Description

This is a motor insurance product designed to cover multiple vehicle risks for customers who operate rural private and public hire businesses

This product is only available through SEIB.

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#### Product Type

This is a Commercial Lines general insurance product which is suitable for business customers only.

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#### Product Status

This product is open to new and renewal business.

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#### Who is the product designed for?

Commercial customers with rural private hire businesses based within rural areas of Great Britain, the Channel Islands and the Isle of Man, but excluding Northern Ireland

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#### Who is the product not appropriate for?

Non-Commercial customers, operators who do not hold badges/license to operate, and businesses with fleets of the following types:

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- Convertibles, sports cars / two seaters, modified vehicles, kit cars, limousines, novelty vehicles, vehicles with more than 17 seats, goods carrying vehicles, motorcycles, vehicles with two doors, black taxis, non-UK registered vehicles
  - Self-drive hire
  - Hazardous waste transportation  
High performance vehicle fleets
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**What are the mandatory product features that will meet the needs, characteristics, and goals of the target market?**

This product provides motor cover up to specified limits on a comprehensive, third party only or third-party fire and theft basis.

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**Does the product include optional covers?**

- Protected no claims discount
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**How should this product be distributed?**

This product should be sold with the active assistance and guidance of an Insurance Intermediary to select the appropriate level of cover. This product should not be sold directly to customers without this assistance.

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**What should distributors do to ensure the product provides fair value to the end customer?**

To ensure the customer 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 passed onto the customer must be proportionate to the service provided and provide fair value. The distributors should ensure that the sums insured are adequate for the risk insured.

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**Additional Product Literature**

This document is to be read in conjunction with the appropriate policy wording and policy summary.

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## Further information about the Product Review and Fair Value Assessment

When completing our Product Reviews and Fair Value Assessments we have reviewed and assessed information provided by you as our co-manufacturer partner, together with the data we hold about this product, and also information on our own standard AXA product where appropriate and relevant to assessing value to end customers.

Where indicators and measures were outside AXA Commercial's tolerance, we investigated these to ensure that the product continues to remain suitable for the target market, delivers value for customers and operates in line with customer expectations. Details of any key actions taken can be found below.

Review / Assessment Area	Key Indicators and Measures	Summary outputs and actions
<p><b>Product Performance</b></p>	<ul style="list-style-type: none"> <li>• Target Market review</li> <li>• Customer vulnerability considerations</li> <li>• Product fees/charges</li> <li>• Claims performance.</li> <li>• Complaints performance</li> <li>• Product Cancellations</li> <li>• Value Measures (where the product is a value measures product)</li> </ul>	<ul style="list-style-type: none"> <li>• Target Market Review – our review has confirmed that the product is being provided to the intended target market</li> <li>• This product has been reviewed in relation to Customer vulnerability considerations, with no findings.</li> <li>• Claims ratio (and other measures relating to claims) are operating within expected tolerances, and we have no concerns.</li> <li>• Complaints and product cancellations at standard AXA product level, are within overall tolerances.</li> <li>• This product is NOT a value measures product.</li> </ul> <p>Our assessment of these measures in relation to product performance has confirmed the ongoing fair value of this product.</p>
<p><b>Price</b></p>	<ul style="list-style-type: none"> <li>• Pricing approach</li> <li>• Commission/remuneration arrangements</li> <li>• Loss Ratio performance</li> <li>• COR performance</li> <li>• Cost and Impact of any Add-Ons</li> <li>• Cost and Impact of Premium Finance</li> </ul>	<ul style="list-style-type: none"> <li>• The pricing approach for this product has been reviewed and no issues identified.</li> <li>• The commission levels in relation to this co-manufacturer relationship are within tolerance and are being managed effectively.</li> <li>• The Loss Ratio information for this product has been reviewed and is within expected tolerances.</li> <li>• The COR is performing within expected tolerance levels, and we have no concerns from a customer value perspective.</li> <li>• We acknowledge receipt of the co-manufacturer Fair Value information previously provided in relation to Add-ons. We have included any add-on information into this review and we have no concerns.</li> </ul> <p>Our assessment of these measures in relation to pricing performance has confirmed the ongoing fair value of this product.</p>

<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Claims Service Metrics</li> <li>• Complaints Service Metrics</li> <li>• Operational Service Metrics</li> <li>• Customer Feedback</li> </ul>	<ul style="list-style-type: none"> <li>• When looking at the claims, complaints, and operational service metrics we have found no issues in relation to this product.</li> <li>• We have also reviewed customer feedback mechanisms at an AXA Commercial level (which does also include complaints). This has been undertaken with a view to looking at any improvements that can be made. We have not identified anything specifically in relation to SEIB in this exercise, and overall have found no issues.</li> </ul> <p>Our assessment of these measures in relation to service delivery has confirmed the ongoing fair value of this product.</p>
<b>Distribution</b>	<ul style="list-style-type: none"> <li>• Review of Distribution Strategy and oversight in place specific to this product A review of the extended distribution chain</li> </ul>	<ul style="list-style-type: none"> <li>• Based on information provided, our assessment of these measures confirmed that the distribution strategy for this product remains appropriate.</li> </ul>
<b>Assurance Activity</b>	<ul style="list-style-type: none"> <li>• Results of previous assessments of this product</li> <li>• Review of any product changes and Significant Adaptations</li> <li>• Review of any Risks or Incidents associated with this product.</li> <li>• Review of other relevant Monitoring and Oversight activity relating to this product</li> </ul>	<ul style="list-style-type: none"> <li>• Previous assurance/governance activity has been reviewed, (including any actions relating to this activity, if applicable). There were no issues identified and no open or delayed/late actions.</li> <li>• There have been no significant adaptations to this product from 1<sup>st</sup> Oct 2022 to the date of Fair Value Assessment, that relate specifically to this relationship.</li> <li>• There have been no risks or incidents raised in relation to this product.</li> <li>• There have been no issues raised by any other monitoring or oversight across this product.</li> </ul> <p>Our assessment of these measures in relation to assurance delivery has confirmed the ongoing fair value of this product.</p>