Target Market Statement – Horsebox 2026

Introduction
The purpose of our Target Market Statement is to provide clear information about who our products are designed for and the expected distribution strategy.

Product Overview	Product Type	Commercial Lines motor insurance for Horsebox
	Product Status	Live (open to new and renewal business)
Target Market	Who is the product designed for?	**Drivers** ✓ Aged between 21-75 ✓ All driver experience level considered ✓ All driver history considered **Vehicles** ✓ Vehicles registered in the UK ✓ Small Horseboxes through to large vehicle with sleeping accommodation
	Who is the product not designed for?	**Drivers** X Drivers aged under 21 or over 75 **Vehicles** X Vehicle registered outside the UK X Vehicles that are not Horseboxes
Product Features	Product features that meet the needs, characteristics and goals of the target market	Full information on product features and significant exclusions can be found in the policy wording and IPID documents. The product provides the following cover, up to agreed specified limits: • Third party liability • Vehicle, fire and theft damage • Windscreen cover • Audio, visual, communication, guidance or tracking equipment • Loss or keys and replacing locks • Foreign use
	Any notable exclusions or circumstances where the product will not respond	• Standard market exclusions apply • Loss of fuel or damage caused by incorrect fuel/additive being used. • Any accessories not permanently attached to your vehicle. • Any legal liability, loss or damage if driving whilst under the influence of alcohol or drugs. **Please see policy documentation for full information.**
	Does the product include optional covers?	The following optional cover can be added: • N/A
Distribution Strategy	How should this product be distributed?	• The product is distributed via brokers via an online journey & telephone • Distributers are expected to consider the customers' needs and characteristics to ensure the product and coverage meets their requirements. • They should consider any aspects that may make a customer vulnerable, such as poor health, resilience or capability. • Any commission, fees or charges applied must be proportionate to the service provided and offer fair value to the customer.
Fair Value	How do ERS ensure the product provides fair value to end	ERS continually monitors product performance in line with Lloyd's/FCA and PROD rules and carries out an annual review and assessment of fair value.

	customer (PROD) rules	The following fair value principles are assessed: • Products meet a genuine need of the customer • Products are reasonable priced reflecting the level of cover • The acquisition costs, fees and charges are transparent and commensurate with the services that each party provides • The terms and conditions of a product and the sales process ensure that customers understand what they are buying • Products respond fairly and promptly in the event of a claim or complaint

Product Value Information – Horsebox 2026

Insurer name	• ERS Syndicate 218 at Lloyd's (Managed by Starr Syndicate Management Limited)
Broker name	• ERS Motor Broker Panel
Product name	• Horsebox
Class of business	• UK Motor
Date of assessment	• September 2026
Fair value	• We have put in place a process to ensure that all their products and the service provided are subjected to regular scrutiny to meet the needs of their customers. The table below details the activities that have been undertaken to ensure this product provides fair value to our customers.

Product review and Fair Value Assessment

When completing out fair value assessment, we consider all information that is available relevant to the product and any information provided by our distributors.

This product has been subject to the Insurer's Product Governance process and has been reviewed and signed off by our Product Oversight Group (POG) committee as representing fair value to our mutual customers. Details of analysis and outcomes and be found below:

Assessment	Key indicators and Measures	Outcome and actions
Product performance	• Target market / coverage • Vulnerable customer consideration • Competitor analysis • Cancellation metrics • Claims and declinature metrics • Complaints metrics • Product volumes/premium against plan	• Our Tarket Market Statement remains accurate and up to date • Competitor analysis completed and product suitable for target market • The range of metrics show utilisation of the cover and good customer understanding of the product
Price	• Average pricing • Loss ratios • Commission, fees and remuneration • Customer tenure	• Assessment of these measures confirmed the product offers fair value
Service Delivery	• Claims service metrics • Complaint root cause analysis • Customer feedback	• Claims and complaint levels are as expected • No areas of concern identified
Distribution	• Distribution chain / strategy • Broker oversight, charges and fees • Add on/Ancillary products	• Assessment of these measures confirmed the distribution strategy remains appropriate

Vulnerable Customers

ERS has a strong Vulnerable Customer Policy in place to ensure that fair treatment of customers is ingrained in the company's culture. Customer vulnerability is currently monitored through our claims and complaints process to ensure that appropriate support is provided so that we can interact and deliver on our service effectively, to avoid consumer harm and provide good customer outcomes.

Did any Vulnerable customer characteristics present themselves as risks during the review of the product?

Health	Conditions that affect ability to carry out day-to-day tasks	✓
Life events	Such as bereavement, job loss or relationship breakdown	✓
Resilience	Low ability to withstand financial or emotional shocks	✓
Capability	Low knowledge of financial matters or low confidence	✓
None of the Above		X

The Vulnerable Customers have been reviewed and there is no evidence of any detriment caused to Customers. Reasonable actions have been taken to adjust and mitigate any potential harm.

Distributor Information

Distributors are expected to have considered the customer's needs and characteristics to ensure that the product and coverage selected meet their requirements. They should also consider any aspects that may make the customer be deemed vulnerable, such as poor health, resilience or capability.

Total Commissions	The broker or intermediary receives a commission payment from ERS, expressed as a percentage of the gross premium (excluding IPT). ERS pay a commission level that is commensurate with market ranges and is considered fair and appropriate and will be part of the TOBA or Binding Authority Agreement.
Insurer Fees	ERS do not apply additional fees to our products.
Broker Fees	Any fees or charges passed onto the customer must be proportionate to the service provided and provide fair value to the customer.
Distribution Strategy	This product is available for distribution by: • Online Journey • Telephone
Additional Products	• N/A
Complaint and Claims	Complaints contact details: **0345 268 0279** or **complaints@ers.com** Claims and windscreen contact details: **0330 123 5992**