

Target Market Statement – Motorhome 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	Personal Lines motor insurance for Motorhomes
	Product Status	Live (open to new and renewal business)
Target Market	Who is the product designed for?	<p>Drivers</p> <ul style="list-style-type: none"> ✓ Residents of England, Wales, Scotland, and Northern Ireland ✓ Aged between 26 and 80 (new business) or 26 and 85 (renewal) ✓ Who do not have unspent non-motoring convictions or previous enforced cancellation/voidance of a motor insurance policy ✓ Who require Comprehensive cover ✓ Drivers who have who own/have access to at least 1 or more other vehicles ✓ Who hold a Full UK or Full EU driving licence ✓ Who require up to 4 additional named drivers ✓ Who have held their driving licence for 36 or more months ✓ Who are not living full time in their motorhome ✓ Who have no driving disqualifications in the last 5 years ✓ Who do not require "Agreed Value" cover <p>Vehicles</p> <ul style="list-style-type: none"> ✓ Motorhomes (registered as "Motor caravan" or "Van with side windows" with necessary features, or in the process of being converted) ✓ Single vehicle policies only ✓ Not Q-plated nor Diplomatic plated ✓ All vehicle ages ✓ Valued between £3000 and £120,000 ✓ No more than 8 seats ✓ SDP, SDP&C or Business Uses * (*Business Use only available for selected occupations) ✓ No more than 4 vehicle modifications ✓ Driving no more than 20,000 miles per annum
	Who is the product not designed for?	<p>Drivers</p> <ul style="list-style-type: none"> ✗ Residents of Channel Isles or Isle of Man ✗ Drivers aged under 26 or over 85 ✗ Drivers who do not hold Full UK or Full EU driving licence ✗ Drivers who have unspent non-motoring convictions or previous enforced cancellation/voidance of a motor insurance policy ✗ Drivers who require non-Comprehensive cover

		<ul style="list-style-type: none"> X Drivers who do not own nor have access to any other vehicles X Drivers who require five or more additional drivers X Who have 3 or more driving disqualifications in the last 5 years X Who have held their driving licence for less than 36 months X Who require 'Agreed Value' cover X Drivers who live full time in their motorhome ("full timing") <p><u>Vehicles</u></p> <ul style="list-style-type: none"> X Vehicles which are not motorhomes, nor are they in the process of being converted X Multivehicle policies X Q-Plated or Diplomatic plated vehicles X Valued £3000 or less or more than £120,000 X 9 or more seats X Private Hire, Public Hire, Motor Trade, Carriage of Goods for Hire/Reward, Driving Tuition or Courier/Food Delivery use X More than 4 vehicle modifications (excluding modification which are necessary to convert to a motorhome) X Driving more than 20,000 miles per annum
Product Features	<p>Product features that meet the needs, characteristics, and goals of the target market</p>	<p>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:</p> <ul style="list-style-type: none"> • Third party liability • Vehicle, fire, and theft damage • Courtesy vehicle (subject to availability when using approved repairer) • Windscreen cover • New Vehicle Replacement (60% value) • Audio, visual, communication, guidance or tracking equipment • Medical expenses • Personal accident cover • Personal belongings • Loss or keys and replacing locks • Child car seats • Foreign use
	<p>Any notable exclusions or circumstances where the product will not respond</p>	<ul style="list-style-type: none"> • 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. • Loss or damage caused by domestic animals, insects, vermin, fungus, damp, rust, wet rot, dry rot, or frost • Loss or damage resulting from fire or explosion in connection with the on-board domestic gas supply to privately converted

		<p>motorhomes where the supply is not fitted or serviced in accordance with the Gas Safety (Installation & Use) Regulations</p> <ul style="list-style-type: none"> • Loss or damage during the months of October, November, December, January, February, March, and April if you do not drain your motorhomes' water systems and internal sanitary systems when in storage • Loss or damage arising from the use of portable heaters with a naked flame • The cost of replacing any undamaged item or part of any item solely because it forms part of a set or suite or is one of a number of items of similar nature, colour, or design <p>Please see policy documentation for full information.</p>
	Does the product include optional covers?	<p>The following optional cover can be added:</p> <ul style="list-style-type: none"> • Protected No Claims Bonus
Distribution Strategy	How should this product be distributed?	<ul style="list-style-type: none"> • The product is distributed via brokers via Software Houses or eTrade). • Distributors 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 customer (PROD) rules	<p>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.</p> <p>The following fair value principles are assessed:</p> <ul style="list-style-type: none"> • 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

Fair Value Assessment – Motorhome

Insurer name	IQUW Syndicate Management Limited t/a ERS
Product name	Motorhome
Class of business	UK Motor
Date of assessment	Q1 2026
Expected date of next assessment	Q1 2027
Fair value	<p>As a result of our fair value assessment, we have concluded our Non-Standard Car product is providing the expected value to customers.</p> <ol style="list-style-type: none"> The product meets the needs of the identified target market The product provides fair value to the target market The distribution strategy remains appropriate

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	<ul style="list-style-type: none"> Target market / coverage Vulnerable customer consideration Competitor analysis Cancellation metrics Claims and declinature metrics Complaints metrics Product volumes/premium against plan 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Average pricing Loss ratios Commission, fees and remuneration Customer tenure 	<ul style="list-style-type: none"> Assessment of these measures confirmed the product offers fair value
Service Delivery	<ul style="list-style-type: none"> Claims service metrics Complaint root cause analysis Customer feedback 	<ul style="list-style-type: none"> Claims and complaint levels are as expected No areas of concern identified
Distribution	<ul style="list-style-type: none"> Distribution chain / strategy Broker oversight, charges, and fees Add on/Ancillary products 	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> • Software Houses • eTrade
Additional Products	<ul style="list-style-type: none"> • Protected no claims bonus available
Complaint and Claims	Complaints contact details: 0345 268 0279 or complaints@ers.com Claims and windscreen contact details: 0330 123 5992