

Target Market Statement – Taxi 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	Taxi
	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"> ✓ Aged between 23 to 75 ✓ Drivers with 2+ years full UK/EU or relevant licence experience ✓ Drivers with no more than 2 claims in the last 5 years <p>Vehicles</p> <ul style="list-style-type: none"> ✓ 4 to 8 passenger seats ✓ Cars, MPVs and minibuses ✓ Electric vehicles considered
	Who is the product not designed for?	<p>Drivers</p> <ul style="list-style-type: none"> X Drivers aged under 23 or over 75 X Drivers who do not hold a Full UK or Full EU licence or have the relevant licence experience X Drivers with more than 2 claims in the last 5 years <p>Vehicles</p> <ul style="list-style-type: none"> X Less than 4 or more than 8 passenger seats
Product Features	Product features that meet the needs, characteristics and goals of the target market	<p>Full information on product features and significant exclusions can be found in the policy wording and IPID documents.</p> <p>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 • 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	<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. <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 Claim Bonus • Breakdown cover • Public Liability (£1m - £10m)
Distribution Strategy	How should this product be distributed?	<ul style="list-style-type: none"> • The product is distributed via brokers via an online journey. • 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.

		<ul style="list-style-type: none"> Any commission, fees or charges applied must be proportionate to the service provided and offer fair value to the customer.
Fair Value	<p>How do ERS ensure the product provides fair value to end customer (PROD) rules</p>	<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 – Taxi 2026

Insurer name	IQUW Syndicate Management Limited t/a ERS
Broker name	ERS Motor Broker Panel
Product name	Taxi
Class of business	UK Motor
Date of assessment	May 2026
Fair value	IQUW 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	<ul style="list-style-type: none"> Target market / coverage Vulnerable customer consideration Competitor analysis Cancellation metrics Claims and declination metrics Complaints metrics Product volumes/premium against plan 	<ul style="list-style-type: none"> Our Target 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"> • Online Journey
Additional Products	<ul style="list-style-type: none"> • Protected No Claim Bonus Available • Breakdown Cover Available • Public Liability Available
Complaint and Claims	Complaints contact details: 0345 268 0279 or complaints@ers.com Claims and windscreen contact details: 0330 123 5992