



TARGET MARKET STATEMENT

CONNECTED MOTOR FLEET – SELF DRIVE HIRE, COURIER & OWN-GOODS / ADMIRAL BUSINESS / FLOCK

FL-CMF-TMA-001 – Version 1.0 – July 2025

INTRODUCTORY STATEMENT

FCA Product Intervention and Product Governance Sourcebook rules ("PROD") require product manufacturers such as Admiral Insurance (Gibraltar) Limited to share information with distributors about the intended target market for their products.

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited, and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer's needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor financial resilience, limited digital capability, or language barriers).

TARGET MARKET – TARGET CUSTOMER STATEMENTS

Target market needs statement

This policy meets the needs of UK-registered commercial fleet operators across three segments – self drive hire, courier, and own-goods – with a legal obligation to insure their fleet for use on the roads, who have retained the services of a professional insurance intermediary (except self drive hire, where direct distribution by Flock is also approved), and who are willing to use telematics data as a condition of cover.

These customers require protection for comprehensive risks, with access to tailored features including extended third-party liability for hirers, goods-in-transit extensions, and contract works cover where applicable.

Target market objectives statement

Our target market seeks cover that enables them to comply with the law and protect their fleet assets from damage and liability. This risk transfer enables more effective use of business capital and management resources, and helps fulfil the business's obligations to employees, customers and wider

society. Operators also seek to reduce premium costs and improve fleet safety through data-driven insights enabled by the integrated telematics technology.

Target market interests statement

Our target market is looking for a product that combines robust fleet liability cover with a performance-based, telematics-enabled approach to fleet management. Operators want access to real-time fleet data and visibility through the Flock portal to support fleet safety management, risk reduction, and operational efficiency. They also value flexible coverage options that match their seasonal or operational needs.

Target market characterisation statement

The majority of risks underwritten under this product are UK-based fleet operators across three commercial segments:

- Self Drive Hire: UK-based businesses operating fleets of rental vehicles with a minimum of 10 vehicles, seeking comprehensive cover including extended third-party liability for hirers.
- Courier: UK-based businesses operating fleets of courier and delivery vehicles (parcel delivery, same-day, food delivery) with a minimum of 10 vehicles, seeking comprehensive cover and telematics-enabled fleet management.
- Own-Goods: UK-based businesses operating trade fleets (construction, plumbing, electrical, and similar) with a minimum of 20 vehicles, requiring comprehensive motor insurance and optional contract works cover.

Common to all segments: operators with telematics infrastructure in place or willing to adopt it, seeking to improve fleet management and risk profile, with a commitment to working with their insurer to reduce losses over time.

DISTRIBUTION

This product is distributed through the following channels:

- Direct distribution by Flock Limited (all segments).
- Approved FCA-authorized insurance brokers specialising in commercial motor fleet insurance (courier and own-goods segments only; this distribution channel does not apply to self drive hire).

Distributors must:

- Hold appropriate FCA permissions for insurance distribution.
- Demonstrate understanding of the commercial motor fleet market, particularly across self drive hire, courier, and trade segments.
- Be capable of assessing customer needs and matching them to the product features.
- Provide clear information about the product, including its telematics component.
- Ensure that only customers within the defined target market are offered this product.



Advised sales are strongly recommended for courier and own-goods segments given the complexity of the telematics condition, segmented eligibility criteria, and key exclusions. Direct-to-customer distribution without Flock involvement is not approved.

TARGET MARKET – TARGET COMPATIBLE CUSTOMER GROUPS

WHO THIS PRODUCT IS FOR	WHO THIS PRODUCT IS NOT FOR
UK-based businesses operating self drive hire, courier, or own-goods fleets	Individual vehicle owners seeking single vehicle cover or small fleets
Fleet operators with a minimum of 10 vehicles (self drive hire / courier) or 20 vehicles (own-goods)	Single-vehicle operators; operators requiring a personal lines or mini-fleet product
Operators with telematics infrastructure in place, or willing to adopt telematics as a condition of cover	Operators unwilling or unable to use telematics technology, or whose fleet connectivity will regularly be insufficient
Self drive hire, courier (parcel, same-day, food delivery), and own-goods / trade fleet operators	Fleets with over 15% HGVs or HGVs over 26 tonnes
Operators requiring Comprehensive motor cover with tailored extensions (extended TP liability for hirers, contract works, goods-in-transit)	Operators requiring specialist coverage not provided under this product (e.g. hazardous goods transport, blue light / emergency vehicles)
UK-based operators whose principal operations are within the UK	Fleets operating primarily outside the UK or non-UK-registered vehicles (without prior agreement)
Operators with a self-insured deductible of up to £25,000	Policies with a self-insured deductible exceeding £25,000 (requires reinsurer sign-off if higher)
Businesses comfortable with and capable of using telematics technology for fleet management	Motor trade risks, airport service vehicles, airside cover in any form
Operators with a commitment to improving their risk profile through data-driven management	Taxi operators; vehicles on rails, tramways, trolleybuses, or motor vehicles of any kind running on lines
Operators whose decision-makers can read and understand English policy documentation	Customers who cannot communicate in English (all policy documentation is in English only)

PRODUCT CONSISTENCY WITH TARGET MARKET NEEDS

We have assessed that this product is consistent with the needs, characteristics, and objectives of the target market based on:



- Comprehensive coverage aligning with typical self drive hire, courier, and trade fleet insurance requirements.
- Integrated telematics addressing the need for improved fleet management and risk reduction.
- Flexible coverage options matching the diverse operational needs within the target market, including optional contract works and goods-in-transit extensions.
- Competitive pricing structure suitable for the commercial nature of the target market.
- Claims handling process designed to minimise business disruption.

REVIEW AND MONITORING

We will regularly review this Target Market Statement to ensure it remains accurate and up to date. Key monitoring activities include:

- Annual review of the target market definition.
- Quarterly analysis of sales data to ensure alignment with the intended target market.
- Regular assessment of complaints and claims data to identify any misalignment with the target market.
- Ongoing engagement with distributors to gather feedback on market trends and customer needs.

DISTRIBUTOR RESPONSIBILITIES

Distributors of this product are expected to:

- Understand the defined target market and distribute only to customers within this market.
- Provide clear, fair, and not misleading information about the product.
- Identify and mitigate any conflicts of interest in the distribution process.
- Regularly assess the performance of the product within their customer base.
- Provide feedback to Able Insurance Services Limited on any issues or changes in the target market.
- Comply with all relevant FCA rules and guidance on product distribution.

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