



Target Market Determination

/ Prepared February 2021

Motor Target Market Determination

For Youi Car Insurance

Cover Types: Comprehensive, Third Party, Fire & Theft and Third Party Property Only

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Car Insurance is designed for;
- how it is distributed;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.



Who this product is designed for

The Youi Car Insurance product has been designed to meet a range of insurance needs for car owners. For the purposes of this product, cars include sedans, utilities, 4-wheel drives, vans, people movers, motorhomes and campervans manufactured after 1980 and registered for use on Australian roads. However, certain car owners are outside the target market (see 'Who this product is not suitable for' below).

Within this product, you can choose from three levels of cover, depending on your objectives, financial situation or needs as outlined below.

1. Comprehensive Car Insurance

Comprehensive Car Insurance is designed to protect car owners whose likely objectives, financial situation and needs are to guard against the financial burden that may result from an event damaging their car or becoming legally liable for damage to other property through the use of their car.

The key attributes of Youi Comprehensive Car Insurance include coverage for events such as road accidents, storms, malicious damage, fires and theft as well as some associated costs such as towing and loss of personal effects. Another key attribute is legal liability, providing cover for damage to another person's property resulting from the use of their car. Any of these events could result in significant car repair or replacement costs, so this cover is suitable for the intended target market.

2. Third Party, Fire and Theft Car Insurance

This cover is designed for owners of cars, whose likely objectives, financial situation and needs are that they do not expect their car to be damaged in an incident such as a collision or storm, or they have the means to repair or replace their car if it is accidentally damaged.

The key attributes of Youi Third Party, Fire and Theft Car Insurance are cover against fire and theft damage to the car, and legal liability when the car causes damage to other people's property. Another key attribute is cover of up to \$5,000 for damage to the insured car caused by an uninsured vehicle. The accident must be the fault of the other driver and you need to have identified them.

This product is suitable for the target market because it limits their financial loss from accidents to the value of their own car plus any applicable excess, and provides cover if the car is damaged by fire or theft.

3. Third Party Property Only Car Insurance

Third Party Property Only cover is designed for the owners of low value cars or owners who are only seeking cover for damage done to another person's property resulting from the use of their car.

The key attribute of this cover is protection against legal liability for damage to another person's property resulting from the use of their car, such as in a collision. Another key attribute is cover of up to \$5,000 for damage to the insured car caused by an uninsured vehicle. The accident must be the fault of the other driver and you need to have identified them.

This product is suitable for the target market because it limits their financial loss from accidents to the value of their own car plus any applicable excess.



Who this product is not suitable for

This product is not suitable for car owners whose car:

- will be driven by someone who does not have a valid licence to drive in Australia;
- is used to transport dangerous material or heavy loads;
- will be used for racing, trials or contests;
- is unroadworthy or unsafe; or
- was not insured before purchasing this policy and requires cover for flood, storm or bushfire in the first 72 hours of cover starting, unless it is a new purchase.

In addition, Youi Car Insurance is not suitable for car owners who use the vehicle as their primary residence and require personal legal liability to be provided by this product.

Distribution conditions

Youi Car Insurance can only be purchased from the Youi website or contact centre. Youi employees can only sell Youi Car Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them (such as product-specific sales scripting and application processes). When completing a quote, the Youi website and sales processes includes a number of questions that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Car Insurance will only be distributed to customers within the target market for this product because Youi representatives have knowledge of the policy terms and conditions and Youi processes are designed to identify instances where a policy is not suitable for the applicant.



Reviewing this document

Youi, as the distributor and issuer of this product, collects information and prepares reports regarding sales activity, performance, complaints and any occasions where this product has been sold contrary to the TMD on an at least quarterly basis to help improve our products and service.

We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as claims ratios and policy sales and cancellation rates; or
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above events occurring.

In any event, a review of this TMD will be completed no later than two years from the publication date of this TMD and subsequently at two-yearly intervals.

Questions?

If you have any questions about our products or this TMD, please contact us on **13 YOUI (9684)**.

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