



Target Market Statement

Product

General Aviation

Product type

These are general aviation insurance products designed to provide protection for owners and operators of aviation craft against loss, damage or injury to third parties, including passengers, cargo, mail and baggage. This is a general insurance product for commercial clients. This product is open to both new and renewal customers.

Who is this product designed for?

This product is designed for both commercial and private aircraft owners and operators based in the UK and EU.

Who is this product not be suitable for?

These products are not suitable for individuals who do not own or operate an aircraft in a commercial or private capacity.

What demands and needs of the target market does this product meet?

These products meet the demands and needs of policyholders, who have a legal requirement under UK law to hold an aviation liability policy, or require policies associated with the operation and/or ownership of an aircraft. These products also meet the needs of customers who wish to be indemnified against a loss or damage to an aircraft.

How should this product be distributed?

This product can be sold via a variety of sales channels, usually on an advised basis, but potentially non-advised according to the distribution channel. They must be sold in line with FCA regulations.

Distributors value considerations

As a distributor, you should consider how your actions may impact on product value, for example, you should seek to avoid offering ancillary products alongside this product which may duplicate existing cover. Your commission, fees or charges passed onto clients must be proportionate to the service provided and provide fair value.