



Caravan, Static Caravan, Tourer and Park Home Products

Product type

An insurance product for personal lines policyholders who own caravans, static caravans, tourers and/or park homes.

What demands and needs are met by this product?

This product is designed for personal lines policyholders who own caravans, static caravans, tourers and/or park homes looking to cover for physical damage and property owners' liability.

Who is this product designed for?

This product is suitable for personal lines policyholders who are owners of caravans, static caravans, tourers and park homes wishing to insure against associated risks.

Who is this product not suitable for?

This product is not suitable for those requiring commercial policies or for those insuring standard homes or other types of motor vehicles. This product is not suitable if this is the policyholder's main residence.

How do we expect this product to be distributed?

This product is suitable to be distributed through a variety of sales channels.

What are the distributor value considerations?

Distributors should consider the impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, premium finance charged at an elevated rate of APR. Our expectation is that additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.

Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by your product.

