

PRODUCT OVERSIGHT AND GOVERNANCE

MOTOR ACCIDENTAL DEATH AND PERSONAL ACCIDENT

Underwriter	Collinson Insurance
Overview	To understand the current performance of the product, ensuring the product continues to meet the needs of its target market, providing the customer with the best product for their needs. Product Oversight and Governance is undertaken on an annual basis and includes all sections within this document. The purpose is to ensure the current product offering meets the needs and requirements of the target market, acts in the best interest of customers, delivers good outcomes and provides overall value to the consumer. This document will review the current product as a whole, considering the level of cover, claims information, customer feedback and the current market requirements. Once all information is reviewed a summary will be provided and any recommendation on improvements will be passed to the relevant parties to action.
Date last review completed	12/09/2025

PRODUCT OVERVIEW

In the event of a sudden and unexpected incident causing bodily injury or death as a result of a road traffic incident, the policy will look to pay out a lump sum (which will vary depending on the injury) to the insured. In the event of death, the sum will go to their executors. The policy will also cover anyone entitled to drive or ride the vehicle and any passengers in the vehicle at the time of the incident.

An overview of the policy can be found in our Insurance Product Information Document or for full details of each section of cover, this can be found in the Policy Wordings.

TARGET MARKET

Description of the target market	The Motor Accidental Death and Personal Accident product can be targeted at the motor market and to those motor clients looking to insure themselves in the event of a significant injury or permanent life changing injury.
Eligibility	• The insured must have a main motor policy in place throughout the duration of the Motor Accidental Death and Personal Accident policy • Motor Accidental Death and Personal Accident must start on the same date as the main motor policy • The insured must be between the age of 18 years and 81 years • The insured must reside in Great Britain, Northern Ireland, the Channel Islands or the Isle of Man
Who is the product not suitable for?	• Those looking to cover non motor accidents • Those looking to cover illness • Those who's permanent main residence is not within Great Britain, Northern Ireland, the Channel Islands or the Isle of Man • Those without a main motor insurance policy in place • Those under the age of 18 • Those over the age of 81
Objectives, demands and needs of the target market	In the event that the insured has to make modifications to their home or motor to accommodate a permanent disablement following a road traffic accident, this can be very costly, and some people are unable to afford this. With the Motor Accidental Death and Personal Accident policy this gives peace of mind, if something was to happen, the insured has some financial support.
Risks faced by the target market in relation to the product and cover	No significant risks to the target market have been identified.
Vulnerable Customer Assessment	Vulnerable customers are those whose circumstances or abilities may require us to make certain provisions for them. We have a duty to treat all our customers fairly and we need to ensure that all of our customers have access to the same services, as such where required we adapt our processes to ensure that our information and services are accessible to everyone. We have conducted a risk assessment to evaluate the potential impact of this product on vulnerable customers. The elderly, those with pre-existing medical conditions, limited English language, mental health issues, and

	other disabilities could all present a claim and require additional assistance. In addition to these standard areas of vulnerability, the main area of concern is victims of accidents or their families. People who have suffered the loss of a loved one due to an accidental death may be emotionally vulnerable and may struggle to navigate the claims process whilst grieving. Customers that have been injured may find the claims process and the provision of evidence traumatic.

DISTRIBUTION (Policy charging structure)



This is a non-advised product sale or non-advised sale, that can be purchased over the phone, online or face to face.

DISTRIBUTION SPECIFIC

The detail in this section is based on data for the entire scheme and is not specific to an individual Broker. The data relates to the period 01/04/2024 to 31/03/2025.

Average retail rate	£1.92
Maximum commission	65%

PRODUCT PERFORMANCE

Average claims value	£0.00

Coplus is a trading name of Motorplus Limited, Registered in England No.03092837.
Head Office: Floor 2 Norfolk Tower, 48-52 Surrey Street, Norwich NR1 3PA Registered Office: Speed Medical House, Eaton Avenue, Chorley, Lancs PR7 7NA.
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RAG status based on expected performance

Claims frequency		This is not performing as expected.
Claims acceptance rate		This is not performing as expected.
Complaints		This is performing as expected.
Complaints upheld		This is performing as expected.

Whilst we have included a visual representation of product performance through RAG ratings it is important to note that they are just a high level visual. Specific data for individual scheme performance are not included in this document, as it serves to give a broad overview. For detailed insights on how your specific products perform, please speak to your Account Manager.

OVERALL ASSESSMENT

Recommendations for product changes	Last year it was recommended that anyone on these products were upgraded, with no change in rate, to the Motor Accident Injury Protection. This was due to the low claim's volumes, and the Motor Accident Injury Protection offering more cover and therefore more value to the client. Due to no claims on these products being made in the past 12 months, we will shortly be removing both these Motor Accidental Death and Personal Accident products, meaning these products will be terminated within the next 4 months. The Brokers currently selling these can still look to enhance cover and move to the Motor Accident Injury Protection which includes several additional benefits, covering less severe aspects to encourage claims. These additional benefits include fractured bones, hospital stay, help at home, personal effects, dental costs, counselling and physiotherapy. Overall, we feel the product does not remain consistent with the needs of the identified target market and will be removed from circulation.
Fair Value Assessment	Following our review of the product, taking into consideration the price, performance and the level of cover that is available to the customer, we consider that this product does not offer value. The use of premium finance can impact the overall value of the product to the customer, particularly where interest or fees are applied. As the premium finance arrangements are made at distributor level, we are not involved in setting or reviewing these terms. Distributors are responsible for ensuring that any finance offered is appropriate and does not undermine the fair value of the product for their customers.

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Compliance Review (reviewed by our Risk & Compliance Director)	With the guidance and support of the Product Governance Committee and the Consumer Duty team, we have carefully assessed key discussion points and effectively integrated them into this document. The details provided accurately reflect the product's performance, reaffirming our commitment to delivering genuine value while maintaining full regulatory compliance. We have continued to actively gather customer feedback on our products, leveraging insights from complaints and claims performance to drive meaningful improvements. Through ongoing discussions and rigorous review processes, we have ensured that customer needs remain at the forefront of our decision-making. As an organisation, we remain dedicated to evolving our product offerings, strengthening governance practices, and proactively addressing any potential gaps. Our commitment to protecting customer interests and upholding regulatory standards remains unwavering.

PRODUCT KEY FEATURES AND BENEFITS

In the event of a sudden and unexpected incident causing bodily injury or death as a result of a road traffic incident, the policy will look to pay out for the below:

- Accidental death
- Permanent total loss of sight in one or both eyes
- Permanent loss of limbs (loss of or loss of use of the wrist, ankle, an entire arm or leg)
- Permanent loss of hearing in one or both ears
- Permanent total disablement (disablement which entirely prevents the insured from working in any occupation or shows no sign of ever improving)
- Loss of speech

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PRODUCT KEY EXCLUSIONS AND RESTRICTIONS ON COVER

- Claims arising from or associated with physical or mental conditions or disabilities which the insured suffers from prior to the incident.
- Claims occurring as a result of suicide, attempted suicide or intentional self-injury.
- Claims arising from the insured being under the influence of alcohol or drugs.
- Claims arising from or associated with provoked assault or fighting (except in bona fide self-defence).
- Claims involving any matrimonial or family dispute.
- Claims occurring when the insured is over 81 years of age at the start date of the policy.
- More than one claim for each insured event as a result of the same incident.
- Claims arising as a result of the use of the insured vehicle for racing, competition, trials, track days, speed testing or for any purpose in connection with the motor trade, haulage, minibus or professional driving instruction.
- Claims for hire and reward or courier services.

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