



This Target Market Determination (**TMD**) is designed to provide information about the **Digital First Car Insurance** product. Its purpose is to explain the class of customers that comprise the target market, and how the product is distributed. It also contains information about reporting obligations of our Distributors and when the TMD will be reviewed.

The TMD is not a Product Disclosure Statement (PDS), nor is it a summary of the terms and conditions or acceptance criteria for the product. The information contained in the TMD constitutes general advice only and does not consider any person’s individual circumstances, likely objectives, financial situation or needs. Customers should review the PDS for full terms and conditions, including benefits, exclusions and limits that apply, before deciding to purchase the product.

This product is issued by Auto & General Insurance Company Limited (AFSL 285571) (also referred to in this document as “AGIC”, “us”, “we” and “our”).

Target Market

This product is designed for customers who want insurance protection for a car. It provides varying levels of protection depending on the types of cover we offer, as outlined below.

Types of Cover			
	Comprehensive	Third Party Property, Fire and Theft	Third Party Property Only
Protection provided for:			
• accidental loss or damage to the car as a result of events such as collision, storm, flood, hail, attempted theft or malicious act	✓	✗	✗
• loss or damage to the car as a result of fire or theft	✓	✓	✗
• legal liability for accidental damage to someone else’s property caused by the use of the car	✓	✓	✓

Customers who choose Comprehensive cover are able to select from a range of policy options relevant to their own objectives and circumstances. These may include the level of basic excess and any available optional covers such as accident hire car and reduced window glass excess.

Additional excesses may apply at the time of claim. Customers will be informed of these during the application process, enabling them to consider the likelihood of additional excesses applying. For example, additional excesses will apply when the car is driven by a person who is not an excluded driver but who:

- is not listed as a driver on the policy,
- is under 25 years of age, and/or
- has not held a full Australian licence for 2 or more years.



Who This Product is Suitable For

This product is likely to be suitable for customers:

Who:

- have a car (e.g. sedan, station wagon, SUV) or light commercial vehicle (e.g. 4-wheel drive, utility, van)
- want to insure drivers who hold a valid driver's licence or permit to drive within Australia
- are between 16 and 99 years of age
- reside in Australia
- prefer to communicate with us through digital means of communications such as online forms and chat, email and SMS

Whose car:

- is registered and roadworthy
- is used for private or limited business purposes
- has a carrying capacity of less than 2 tonnes



Who This Product is Not Suitable For

This product is not likely to be suitable for customers:

Who:

- have had their previous insurance refused or cancelled due to non-disclosure or fraud
- have had a conviction for fraud or arson
- want to choose their own repairer

Whose car:

- is located or driven outside Australia
- is imported privately or commercially in low volumes
- is used for carrying passengers or delivering goods for payment
- is used to provide driving tuition for payment
- is used for racing, trials, tests, contests, or rallies
- is hired out to other people
- is a motorhome

Acceptance Criteria

We also have acceptance criteria that we use to determine whether a customer, who may be in the target market, would be offered the product. This includes consideration of information such as the customer's claims, licence and driving history as well as any modifications or non-standard accessories fitted to the car and its value.

Distribution of the Product

The product is distributed through the following channels:

Application Process

- Online
- Aggregator sites (where applicable)

Our Distributors

- Auto & General Services Pty Ltd (AGS), acting under binder with AGIC
- Authorised Representatives of AGS or AGIC
- Australian Financial Service Licensees with arrangements with AGS or AGIC.

The application process includes specific questions, disclosures and scripting to reduce the likelihood of the product being sold to a customer who falls outside our target market. All staff authorised to sell our products through online chat and other digital platforms are trained to understand the key product attributes and the target market for the products that they sell.

All customers will be informed of whether or not they are eligible to purchase our product as part of the application process.

Reporting

Our Distributors of the product are required to report the following to us:

Reportable matter	When
Any potential or actual issue of the product to a retail customer in breach of the distribution conditions or otherwise outside of the Target Market	As soon as practicable after becoming aware of the information and within 10 business days
Information that suggests that, if the product is issued to retail customers in the Target Market, it may not be consistent with the likely objectives, financial situation and needs of those customers	As soon as practicable after becoming aware of the information and within 10 business days
The number and detail of complaints received in relation to the product	As specified in the relevant contract with our Distributors
Compliance incidents or breaches in relation to the product	As specified in the relevant contract with our Distributors

Reviewing the TMD

We will review this TMD every two years, and also where an event or circumstance occurs that may suggest that the TMD is no longer appropriate ('Review Triggers'), as follows:

Review Triggers

- Changes to the cover provided by the product
- Material changes to acceptance criteria
- Customer complaints and feedback
- Claims rejection rates
- Compliance incidents and breaches
- Concerns raised by our Distributors
- Concerns raised by a regulator
- Data relating to sales (including optional covers) and cancellations
- Should any significant dealings outside the target market be detected

Preparation Date

This document has been prepared on 8 December 2023.