

Target Market Statement

Summary

Novitas is an insurance underwriting agency specialising in providing cover for motorcycles of all types throughout the UK (excluding the Channel Islands). We act as agent for a number of market leading UK insurers including Aviva, AXA and Zenith. We offer a variety of motorcycle products that provide cover for a range of customers.

Who is the target market?

Our products are designed for customers based in the UK (excluding channel islands), who require either comprehensive, third party fire and theft or third party only insurance for their motorcycle(s).

All our products are designed to provide financial protection if a motor accident caused by the insured rider results in injury to another person, or damage to their vehicle or property. Depending on the level of cover purchased, our policies may also provide cover for the policyholder's motorcycle(s) and provide cover in the event of fire, theft and malicious or accidental damage.

Key Eligibility Criteria

Riders aged 16-74 for new business. Existing customers aged 75 or over can continue to renew their policy if certain criteria are met.

Motorcycle type restrictions, maximum vehicle value and multi-bike options by policyholder age and product type applies.

Who are our products not suitable for?

Customers who already have cover for their motorcycle(s) elsewhere. Customers under the age of 16.