



Motorcycle  
Insurance

# Target Market Determination

July 2025



## Motorcycle - Target Market Determination

For Youi Motorcycle Insurance

### Cover Types:

Comprehensive, Third Party Fire & Theft  
and Third Party Property Only

### About this document

The purpose of this Target Market Determination (TMD) is to describe:

- the type of customer Youi Motorcycle Insurance is designed for;
- how it is distributed;
- distributor reporting requirements;
- when this document will be reviewed; and
- what information is required to be provided to help maintain the accuracy of this document.

This TMD is not a Product Disclosure Statement (PDS) and is not a summary of the product terms and conditions. Any advice provided in this document is general advice only. It has been prepared without taking into account any person's particular objectives, financial situations or needs. Product issued by Youi Pty Ltd. More information about this product is contained in the PDS, which contains full details of coverage, conditions, limitations and exclusions. Consider whether the product is appropriate for you before making any decisions about whether to buy or continue to hold a policy. If you have already purchased this product, you should review the information we have provided you whenever your circumstances change.

## Who this product is designed for

The Youi Motorcycle Insurance product has been designed to meet a range of insurance needs for owners of a motorcycle (as per the types described in the following table), or those with a financial interest in a motorcycle.

The key eligibility criteria for purchasing this product and policy terms are:

Key eligibility criteria and policy terms	This product is suitable for	This product is NOT suitable for
Type of motorcycle	Motorcycles including on-road and off-road motorcycles, quad bikes, golf carts and scooters.	<ul style="list-style-type: none"><li>motorcycles manufactured prior to 1980.</li></ul>
Motorcycle usage	<ul style="list-style-type: none"><li>private use.</li><li>business use (where underwriting criteria has been accepted).</li></ul>	Usage including: <ul style="list-style-type: none"><li>racing, trials or contests.</li></ul>
Condition of the motorcycle	Motorcycles that are in a well maintained, safe and roadworthy condition.	Motorcycles that are: <ul style="list-style-type: none"><li>not in a well maintained condition.</li><li>unroadworthy or unsafe.</li></ul>
Licence status	A motorcycle that will be ridden by someone who has a valid licence to ride in Australia, if required to do so by law.	A motorcycle that will be ridden by someone who does not have a valid licence to ride in Australia, if required to do so by law.
Motorcycle overnight parking	Motorcycles with an overnight parking address in Queensland, New South Wales, Western Australia, South Australia, Victoria, Tasmania and the Australian Capital Territory, where underwriting criteria has been accepted.	Motorcycles with an overnight parking address in the Northern Territory.

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## Additional eligibility criteria

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This product is not suitable for motorcycle owners whose motorcycle:

- was not insured before purchasing this policy and requires cover for flood, hail, storm or bushfire during the first 72 hours – or other period noted on the policy schedule – of the policy first being purchased, unless it is a new motorcycle purchase.
  - is used for business (hire/rental/taxi/rideshare/delivery services) and requires hire car cover under the policy.
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## Product description and key attributes for this product

The table below describes the product and its key attributes for each level of cover.

Comprehensive	Third Party Fire & Theft	Third Party Property Only
<p><b>Cover for:</b></p> <ul style="list-style-type: none"><li>• damage to the motorcycle caused by events such as road accidents, storms, malicious damage, fires and theft;</li><li>• some associated costs such as towing and loss of riding gear;</li><li>• legal liability; providing cover for damage to another person's property resulting from the use of the motorcycle..</li></ul>	<p><b>Cover for:</b></p> <ul style="list-style-type: none"><li>• damage to the motorcycle caused by fire and theft;</li><li>• some associated costs such as towing and loss of riding gear;</li><li>• legal liability; providing cover for damage to another person's property resulting from the use of the motorcycle.</li></ul>	<p><b>Cover for:</b></p> <ul style="list-style-type: none"><li>• protection against legal liability to another person's property resulting from the use of the motorcycle, such as in a collision.</li></ul>
Optional covers available.	Optional covers available.	

## What are the likely objectives, financial situation and needs of customers within the target market?

This Motorcycle Insurance product is designed to allow customers to tailor their cover under their policy by having the ability to select from three levels of cover to meet their likely objectives, financial situations and needs as set out in the table below. The ticks indicate the needs and objectives that each level of cover has been designed for, and the crosses indicate what each level of cover has not been designed for.

Needs and objectives	Cover for	Level of cover		
		Comprehensive	Third Party Fire & Theft	Third Party Property Only
	Loss or damage to the motorcycle	✓	⊙ For fire & theft only	✗
	Legal liability	✓	✓	✓
	Extra covers	✓	⊙ Limited	⊙ Limited
	Optional covers	✓	⊙ Limited	✗
Financial situation	<p>This product is designed for a target market who have the financial means to pay premiums in line with the chosen payment frequency, applicable excesses, fees and government charges, and have the means to pay amounts that may exceed any policy limits in the event of a loss, with consideration given to a customer's personal circumstances, such as if they are facing hardship or are otherwise vulnerable.</p>			
	<p>Considerations to a customer's financial situation include the ability to:</p> <ul style="list-style-type: none"> <li>• select an annual or monthly premium payment frequency; and</li> <li>• where applicable, vary the premium amount by modifying the selected basic excess.</li> </ul>			

The PDS outlines specific coverage, limits and exclusions for each level of cover.

## Why the product is appropriate for customers in the target market

Youi has assessed that the product, including its key attributes and eligibility criteria, is likely to be consistent with the class of customers within the intended target market because:

- customers can choose from three levels of loss and damage cover to suit their likely objectives, financial situation and needs; and
- the product allows for flexibility with choosing excesses, cover options and payment frequency options.

## Distribution conditions

Youi Motorcycle Insurance can only be purchased from the Youi website or contact centre. Youi employees are monitored and can only sell Youi Motorcycle Insurance through the contact centre if they have received adequate training from us and they must follow any guidance we give them – such as product-specific sales scripting and application processes. When completing a quote, the Youi website and contact centre sales and application processes includes a number of questions – including ‘knockout questions’ – that help to determine if the applicant is within the target market for this product, if we will insure them and their property and for what price and excess. The customer should always answer these questions accurately and check with Youi if they are not sure what a question means.

These conditions make it likely that Youi Motorcycle Insurance will only be distributed to customers within the target market for this product by helping ensure that Youi representatives have adequate knowledge of the policy terms and conditions, combined with the Youi application processes that are designed to identify instances where a policy is not suitable for the applicant.

## Reporting

Youi collects information and prepares reports to improve our products and service in accordance with the examples of key reporting data in the following table.

Reporting data	Frequency
Complaints data including the number and nature of any complaints	Quarterly
Sales and performance data including: <ul style="list-style-type: none"><li>• total sales;</li><li>• renewal success rates;</li><li>• initial policy cancellation rates; and</li><li>• subsequent policy cancellation rates.</li></ul>	Quarterly
Claims data including: <ul style="list-style-type: none"><li>• average claims turnaround;</li><li>• percentage of claims rejected; and</li><li>• percentage of claims withdrawn.</li></ul>	Quarterly
Dealings of product outside of TMD	As soon as practicable after becoming aware of the matter, and no later than 10 business days
Any feedback, regulatory orders or directions regarding the product or its distribution that are received from: <ul style="list-style-type: none"><li>• a regulator;</li><li>• the General Insurance Code Governance Committee; or</li><li>• the Australian Financial Complaints Authority.</li></ul>	As soon as practicable after becoming aware of the matter, and no later than 10 business days



## Reviewing this document

A review of this TMD will be completed no later than one year from the publication date and subsequently at annual intervals or where a review trigger has been identified. We will review this TMD if:

- there are amendments to our PDS that change the cover provided;
- material changes are made to our underwriting guidelines;
- we introduce other ways in which this product can be sold;
- we receive a significant number of complaints regarding the design or distribution of this product;
- the business performance and value provided by this product indicate the TMD is no longer appropriate, having regard to appropriate data such as:
  - claims ratios;
  - policy sales;
  - policy renewal rates; and
  - cancellation rates.
- we identify that there has been a significant dealing in the product that is not consistent with the TMD.

Our review will occur within 10 business days of any of the above review triggers occurring.

## Questions?

If you have any questions about our products or this TMD, please contact us on **13 YOUI (9684)**.

**Effective date:** 02/07/2025

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