

Target Market Determination



Club 4X4 – Comprehensive 4X4 Insurance

Product Disclosure Statement (PDS) this Target Market Determination (TMD) relates to	Club 4X4 – Comprehensive 4X4 Insurance Product Disclosure Statement (QM10101)
TMD applies to policies commencing or renewing effective from	1/08/2025
Previous version published	n/a
Amended version published	n/a
First publication date of this TMD	1/08/2025

Information included in this TMD

This TMD describes:

- the product and its key attributes;
- who this product is suitable for (the target market) and who it is unsuitable for (outside the target market);
- how this product must be distributed, including any conditions and restrictions;
- reporting obligations for distributors;
- when this TMD will be reviewed.

The TMD doesn't consider a customer's personal needs, objectives, and financial situation. Customers should refer to the Club 4X4 – Comprehensive 4X4 Insurance Product Disclosure Statement (PDS), and any Supplementary PDS to ensure the product is right for them.

Product Description

This product has been designed to provide Comprehensive cover for vehicles.

It offers:

- cover for damage to or theft of a vehicle;
- cover for legal liability.

Before making a decision about the product, customers should read the PDS. It provides complete information about the insurance coverage, exclusions, excesses, restrictions and conditions, claims processes and the rights and obligations of the customer.

Product: Comprehensive 4X4 Insurance

Target Market

This product is suitable for customers who:	
✓	want to insure a passenger vehicle that can be used off sealed roads.
✓	may use their vehicle off sealed roads or touring.
✓	use their vehicle for: <ul style="list-style-type: none">• Private use; or• Business use.

This cover is only suitable for customers where **all** the above apply.

This product is NOT suitable for customers who:	
✗	want to insure: <ul style="list-style-type: none">• a motorcycle; or• a vehicle other than a passenger vehicle e.g. a caravan, bus or heavy commercial vehicle.
✗	use their vehicle for: <ul style="list-style-type: none">• the purpose of letting out for hire; or• carrying passengers for payment including ridesharing; or• driver education for reward; or• deliveries of any sort.

This cover is not suitable for customers where **any** of the above apply.

Likely Needs, Objectives and Financial Situation of Customers in the Target Market and consistency with the product's key attributes

Likely needs and objectives of customers in the target market	Key Product Attributes consistent with likely needs and objectives of the target market
Cover for damage to, or theft of, their vehicle to reduce the unexpected financial costs to repair or replace their vehicle if it is accidentally or maliciously damaged or stolen.	Provides cover for costs to repair or replace the customer's vehicle, if it is accidentally lost or damaged due to incidents such as collision or impact, theft or attempted theft, Fire, natural or weather events (such as hail, flood or storm), malicious damage or vandalism.
Cover for damage caused to another person's vehicle or property by the use of their vehicle, to reduce the unexpected financial costs they are liable to pay.	Provides cover for loss or damage to another person's vehicle or property the customer is liable to pay arising from the use of the customer's vehicle.
Cover for additional costs associated with using the vehicle while touring or off sealed roads.	Provides the following benefits : <ul style="list-style-type: none"> • Australia-wide personal effects cover; • Satellite phone call reimbursement; • Off-road recovery costs; • Transit cover.
Optional benefits to tailor the product to suit the customer's needs including whilst using the vehicle for touring or off sealed roads.	Customers can choose to add the following optional benefits: <ul style="list-style-type: none"> • Additional vehicle hire cover; • Additional off-road recovery costs; • Additional Australia wide personal effects cover; • Excess-free windscreen or window glass cover.

Likely financial situation of customers in the target market	Key Product Attributes consistent with the likely financial situation of the target market
<ul style="list-style-type: none"> • Pay the premiums which may increase from year to year; or • Meet the periodic payment commitments if electing to pay the premium in instalments. 	Customers have the choice of: <ul style="list-style-type: none"> • paying the total premium in one annual payment; or • paying the total premium in instalments.
Pay the Basic excess selected and any additional excesses.	<p>Customers can choose the level of Basic excess to:</p> <ul style="list-style-type: none"> • pay more premium to pay less excess at the time of a claim; or • pay less premium, to pay more excess at the time of a claim. <p>Additional excesses that may apply are:</p> <ul style="list-style-type: none"> • Inexperienced and learner driver excess; • Unlisted young driver excess; • Water crossing excess; • Special excess; • Benefit specific excesses: <ul style="list-style-type: none"> ○ Off-road recovery costs; ○ Locks and keys; ○ Australia wide personal effects cover; ○ Additional off-road recovery costs; ○ Additional Australia wide personal effects cover.

Likely financial situation of customers in the target market	Key Product Attributes consistent with the likely financial situation of the target market
Bear 100% of the costs that exceed product limits and/or the value of the customer's vehicle which they have insured.	Customers may be faced with bearing a proportion of the costs and/or loss where the additional benefit limits, or amount they have insured their vehicle, have been exhausted.
Pay 100% of the costs upfront prior to being reimbursed for certain Additional Benefits.	<p>Customers will need to pay the costs upfront for certain Additional Benefits before being reimbursed, when a claim is accepted, such as:</p> <ul style="list-style-type: none"> • Satellite phone call reimbursement; • Emergency travel and accommodation costs; • Essential temporary repairs; • Off-road recovery costs; • Additional Off-road recovery costs.

Based on QBE's assessment of the key terms, attributes and eligibility criteria, the insurance cover for Club 4X4 – Comprehensive 4X4 Insurance is likely to be consistent with the needs, objectives and financial situation of customers in the target market.

Other Key Product Attributes

Key Limits	
Sum Insured	<ul style="list-style-type: none"> • The Vehicle Sum Insured which is either: <ul style="list-style-type: none"> ○ the market value, which is the value of the customer's vehicle in their local area immediately before the incident; or ○ if selected, the agreed value for the amount as shown on their Certificate of Insurance. • Accessories and Modifications Value as shown on their Certificate of Insurance.
Legal Liability Limit	\$20,000,000
Other policy limits including additional benefit sub-limits apply	<p>The insurance cover is subject to maximum insured limits and these are set out in the Certificate of Insurance.</p> <p>Other claims limitations and conditions are specified in the PDS (and any Supplementary PDS).</p>

Key Exclusions	
Driver	<p>The product does not cover any loss or damage, if the customer's vehicle was being driven by someone:</p> <ul style="list-style-type: none"> • driving without a valid driver's licence or not complying with licence conditions; or • driving when exceeding the legal limit for alcohol and/or drugs.
Use of the vehicle	<p>The product does not cover any loss or damage if used to:</p> <ul style="list-style-type: none"> • carry passengers for reward; or • hire to others to use for reward; or • provide driving instruction for reward; or • deliver food or other goods for reward.

Key Exclusions	
Reasonable care	<p>There is no cover under the product:</p> <ul style="list-style-type: none"> • for failing to take reasonable precautions to prevent loss, damage or legal liability; or • for any intentional acts by the customer or anyone acting with their permission; or • for using the incorrect fuel.
Condition of the vehicle	<p>The product does not cover any loss or damage, if the customer's vehicle:</p> <ul style="list-style-type: none"> • is in an unroadworthy condition and this contributed to an incident; or • is not registered with the relevant state traffic authority; or • is damaged by wear, tear, rust or corrosion, failure of mechanical, structural, electronic or electrical nature; or • sustains damage to its tyres by application of brakes, road punctures, cuts or bursts.
Consequential loss	<p>There is no cover for financial or non-financial loss as a consequence of a claim under the product (for example, lost profits or income because the vehicle can't be used).</p>
Natural or weather events	<p>There is no cover for natural or weather events within the first 72 hours of policy inception unless the policy:</p> <ul style="list-style-type: none"> • replaces one that insures the customer's vehicle • commences the day the customer first took possession of the vehicle.

Other policy exclusions apply. Please refer to the PDS (and any Supplementary PDS) for a complete list of policy exclusions.

Distribution

This product has been appropriately designed to be distributed through Club 4X4 Pty Ltd (Club 4X4). The product and the systems it is distributed through have been designed for a customer seeking insurance through Club 4X4. Club 4X4 has taken reasonable steps to understand the key product attributes and align distribution to customers in the target market.

Distribution Restrictions	Club 4X4 – Comprehensive 4X4 Insurance – QM10101 can only be sold by Club 4X4 Pty Ltd ABN 41 606 776 274 (Club 4X4) as an authorised representative (Authorised Representative No. 1235616) of Lifestyle Insurance Group Pty Ltd ABN 48 057 816 172, Australian Financial Services Licence (AFSL) No. 246937 (Lifestyle Insurance Group) pursuant to a binding authority arrangement with QBE Insurance (Australia) Limited ABN 78 003 191 035 AFSL No. 239545 (QBE), the insurer.
Distribution Conditions	<p>Club 4X4 – Comprehensive 4X4 Insurance – QM10101 can only be sold to persons that are eligible for cover in accordance with the application and/or renewal criteria that has been approved in writing by QBE and which complies with the law (Application Process).</p> <p>The Application Process has been tailored to identify the target market described in this TMD as part of the eligibility criteria. The use of this Application Process will make it more likely that the product will be acquired by persons within the target market.</p> <p>The application process is comprised of the following:</p> <ul style="list-style-type: none"> • A policy administration system with built in underwriting and eligibility criteria which includes vehicle type restriction rules; • Club 4X4 telephone scripts; • Club 4X4 staff training; • A Delegated Underwriting Authority program; • Underwriting Guidelines; • Public website with product information. <p>Distributors of Club 4X4 must make this TMD available free of charge on request.</p>
Distribution Method	<p>Club 4X4 – Comprehensive 4X4 Insurance is sold via direct contact between the customer and Club 4X4 either online or through a call centre.</p> <p>This product is not available for customers to purchase directly from QBE.</p>

Reporting Obligations

Information	Responsible reporting person	Obligation	Information required to be reported	Reporting Period
Dealings outside the target market	Club 4X4 and QBE	Club 4X4 -QM10101 will report to QBE if it becomes aware of a dealing outside of the target market that is inconsistent with the TMD and which QBE has not already approved. QBE will report to the regulator any significant dealing outside the target that is inconsistent with the TMD.	<ul style="list-style-type: none"> the date (or date range) the dealing occurred; details about the dealing(s); any steps or actions taken to mitigate this dealing; and any steps or actions taken to stop or prevent any further dealings outside the target market from occurring. 	As soon as practicable and, by no later than 10 business days after the date Club 4X4 or QBE becomes aware of the dealing.
Complaints and feedback	Club 4X4 and QBE	Club 4X4 -QM10101 will report to QBE complaint and feedback information received about the product. QBE will report any complaint or feedback information received about the product.	<ul style="list-style-type: none"> the number of complaints received about this product during the reporting period; and a brief summary about the nature of every complaint received and any steps taken to address the complaint. 	Every three months.
Policy and claims data	QBE	Policy and claims data about the product.	<ul style="list-style-type: none"> Claims Loss Ratio; Claims Frequency; Policy Retention Rate; Policy Cancellation Rate; Claims Denial rate. 	Every three months.
Orders, direction or feedback from Regulator, Code Governance Committee or AFCA	Club 4X4 and QBE	Any order, direction or feedback from a regulator, Code Governance Committee or AFCA related to the product or how it is distributed.		As soon as practicable and, by no later than 10 business days after the date the feedback, direction or order was received.

Information	Responsible reporting person	Obligation	Information required to be reported	Reporting Period
Periodic Product Reviews Outcomes	QBE	Outcomes from the Periodic Product Reviews conducted.	<ul style="list-style-type: none"> • Data reviewed; • Data analysis outcomes; and • Review outcome decisions. 	Every two years or sooner if the review was conducted prior.

TMD Review

TMD Reviews	Information QBE will use to review the TMD
Review Period	This TMD will be reviewed 12 months after the date it is first published, and it will be periodically reviewed once every two years thereafter.
What may trigger a review prior to periodic review	<p>The events or circumstances that may trigger a review prior to a scheduled periodic review date include QBE becoming aware of:</p> <ul style="list-style-type: none"> the nature or numbers of complaints or feedback provided about the product's design or distribution that indicate significant or systemic issues, reasonably suggesting the TMD is no longer appropriate; a material change to the product (including the PDS and the Application Process) or distribution conditions, or to the information or the assumptions which the target market is based on, which reasonably suggests the TMD is no longer appropriate; a material incident in relation to the product's design and distribution which reasonably suggests the TMD is no longer appropriate; any: <ul style="list-style-type: none"> change of relevant legislation, regulations or regulatory guidance; or direction or order from a regulator, the Code Governance Committee or AFCA related to the design of the product or its distribution, that reasonably suggests the TMD is no longer appropriate; a significant dealing outside the TMD occurring that reasonably suggests the TMD is no longer appropriate; trends in the following metrics that indicate adverse customer outcomes which reasonably suggest the TMD is no longer appropriate: <ul style="list-style-type: none"> claims loss ratios; claims frequency; policy retention rates; policy cancellation rates; claims denial rates. <p>Relevant thresholds indicating possible adverse outcomes are stored within QBE's internal retail Product Governance arrangements.</p>