

# Target Market Determination

Prepared on 01/03/2024

## Harley Elite Mechanical Breakdown Warranty

This Target Market Determination (TMD) is designed to provide customers, AWN staff and our authorised distributors with appropriate information to understand who this product has been designed for and our approach to determining that the product is likely to be consistent with the objectives, financial situations and needs of the customer and the distribution conditions.

In this document the terms “we”, “us” or “our” refer to Australian Warranty Network Pty Ltd (“AWN”) ABN 78 075 483 206, AFS Licence No. 246469.

This TMD does not consider any person’s individual needs, objectives or financial situation and does not provide financial product advice or recommendation on the cover.

Please note, it is the Product Disclosure Statement and Product Document that sets out the terms and conditions of cover. You must refer to the Product Disclosure Statement before deciding about this product.

### Purpose of the product

This AWN Harley Elite Mechanical Breakdown Warranty product has been designed to help reduce the financial impact of unexpected and potentially expensive mechanical repairs to your Motorcycle by providing the parts and labour coverage on Covered Components.

This Target Market Determination (TMD) sets out the target market for:

- AWN Harley Elite Mechanical Breakdown Warranty detailed in the Combined Product Disclosure Statement (PDS), product wording and Financial Services Guide (FSG)

### Target Market

The product is designed for consumers who are purchasing a Motorcycle and wish to reduce the financial impact of unexpected and potentially expensive mechanical repairs to their Motorcycle.

Servicing Requirement - The target consumer is also someone who is prepared to incur the cost of complying with the manufacturer’s ongoing, regular vehicle servicing requirements, as a condition of the policy.

Vehicle related:

Coverage	Elite Market Value
Motorcycle Eligibility	Motorcycles less than 7 years and 50,000 km’s

This product is suitable for

- Consumers whose Motorcycle has a market value of at least \$3,000, but no more than \$120,000;
- Consumers whose Motorcycle has not been modified from the manufacturer specification which would have any effect on the covered components; and
- Consumers whose Motorcycle is registered in Australia.

This product is not suitable for

- Motorcycles used in competitions, rallies, racing, pacemaking, reliability trials, speed or hill climbing, or any other type of motor racing or competitive activity;
- Motorcycles carrying passengers for hire or reward;
- Motorcycles used for the purposes of deliveries or as a courier vehicle, or driver instruction or tuition for reward; or
- Motorcycles being used outside of Australia.

The AWN Harley Elite Mechanical Breakdown Warranty is subject to the acceptance criteria. The Product Disclosure Statement contains the detailed product cover, terms, conditions and exclusions.

Where a person and their Motorcycle fall within our target market, this does not mean that the cover is right for their individual needs, objectives and financial situation. We do not consider this, and a person needs to consider the PDS, and other information provided by us (and/or seek professional advice) before deciding.

## Key Benefits

This product provides benefit should a mechanical breakdown occur, and that mechanical breakdown is caused by a defect, failure or fault of a Covered Component. In the event of a claim, Covered Components will be rectified up to the limits of liability for those components.

## Covered Components

You are covered against failure of the covered components (up to the Market Value of Your Motorcycle) that would have been covered by the original Manufacturer's Warranty if it had not expired.

For all limits of liability and exclusions of the Mechanical Breakdown Warranty, please refer to the Limits of Liability, Exclusions and Miscellaneous sections under Terms and Conditions.

The AWN Harley Elite Mechanical Breakdown Warranty will cease:

1. The date that the term in months has elapsed from the date the cover commences; or
  2. The date the product was cancelled by the customer as per the terms and condition of the product,
- whichever occurs first.

Please see Product Disclosure Statement for full description of Covered Components. We will pay up to the amount specified in the table below for the applicable cover option.

Coverage	Elite Market Value
Benefit limit for each valid claim	Market Value
Total Benefit Limit for Term of the Product	Up to the Market Value of the Motorcycle or \$120,000, whichever is the lesser.

The coverage provided saves you the cost of repairs should a mechanical breakdown of a Covered Component occur. Further, AWN's experience, knowledge and expertise allow AWN to direct your Motorcycle to the closest approved repairer. Parts for repairs can generally be sourced at a lower cost by AWN, which also represents a potential saving to you were a claim may exceed the limits of our liability or to the total benefit limit.

The product also provides for additional cover benefits to assist you to pay the following in the event of an approved claim in relation to a Covered Component:

### Towing Assistance

Benefit Limit: Up to \$100.00 per claim - reimbursement for towing charges in the event of an authorised claim where your Motorcycle is unable to be quickly mechanically repaired where it is located or safely driven to an approved repairer.

### Accommodation Assistance

Benefit Limit: Up to \$100.00 per claim - reimbursement for emergency accommodation, arrangements and costs in the event of an authorised claim where you are more than 400 km's from your registered residence and the covered breakdown takes more than 48 hours.

### Car Hire Assistance

Benefit Limit: Up to \$100.00 per claim - reimbursement for car hire costs in the event of an authorised claim where you are more than 400 km's from your registered residence and the covered breakdown takes more than 48 hours.

Cover limits and premium pricing are based upon the level of coverage and the term of your product.

## Key Exclusions

- Damage to the Covered Components as a result of:
  - Overheating or failure to properly maintain coolants and lubricants;
  - Impact or a road traffic accident;
  - Not being maintained in accordance with the appropriate service requirements of this Product;
  - Misuse, neglect, abuse or inappropriate servicing or any repairs required as a result of continued operation of the Motorcycle once a defect or fault has occurred;

- Failure to maintain recommended levels or use of incorrect types and grades of fuel, oil, coolants or lubricants or use of any contaminated fuel, oil, coolants or lubricants;
- Deterioration due to normal wear and tear or the gradual reduction in operating performance of the Motorcycle or any Covered Component;
- Any pre-existing or known faults existing prior to the commencement of cover or which can be reasonably determined to have arisen or occurred during the manufacturer's warranty and/or the Selling Agents Statutory Warranty period for the Motorcycle;
- Any repairs or mechanical failures where we have not been provided with a reasonable opportunity to assess the damage/fault for the purpose of determining that the repair/replacement was required to remedy a fault or reduce the likelihood of the mechanical failure;
- Any Covered Components or parts subject to recall by the manufacturer, component parts or design elements which are found to have been an inherent design fault, including parts subject to:
- Noisy parts or components, in the absence of their mechanical failure;
- Costs associated with or related to diagnosing, dismantling and reassembling the Motorcycle, or consumables lost or required to be replaced unless accepted as part of an authorised Claim.

## Distribution of this Product

This product is issued by Australian Warranty Network ("AWN") ABN 78 075 483 206, AFS Licence No. 246469:

- Authorised Brokers; or
- Authorised Representatives.

Only our authorised representatives/brokers are permitted to distribute this product as they understand the market this product has been designed for, have been trained in the relevant acceptance criteria and have the appropriate levels of authority.

This product can only be issued to customers that are eligible for cover in accordance with the application criteria that has been approved in writing by the Issuer and which complies with relevant laws.

The application process has been tailored to identify the target market described in this TMD as part of the eligibility criteria for the product covered by this TMD, and the use of the application process would make it more likely that the product covered by this TMD will be acquired by persons in the target market.

## Reviewing this Document

We will review this TMD within two years from the effective date to ensure it remains appropriate and in compliance with the objectives, financial situations and needs of the customer.

Furthermore, we will also review this TMD if any event or circumstances (called 'review triggers') occur that would reasonably suggest that the determination is no longer appropriate, such as:

- We make a material change to the cover provided by the product,
- A change in our acceptance criteria that impacts on the suitability of the product for the target market,
- Any material changes to the distribution of the product,
- The discovery of a relevant and material deficiency in the product's disclosure documentation,
- Systemic complaints and claims issues which indicate that the product is no longer suitable for the described target market,
- Material and relevant reductions in our key product suitability metrics such as:
  - Number of cancellations and lapses of the product;
  - Data on product claim ratios, the number, nature and size of paid, denied and withdrawn claims and claims experience;
  - Product value and affordability.

We will review this TMD within 10 business days of the occurrence of any review trigger.

## Reporting

AWN must record all complaints received about this product on a quarterly basis (Complaints Reporting Period). Our authorised distributors are required to provide to us written details of any complaints that they have received about our product within 2 business days of receipt. If the complaints are systemic and indicate that this product is no longer suitable for the described target market, we will review and update the TMD within the timeframe indicated above.

## Record Keeping

AWN will maintain records of the reasonable steps it has taken to ensure that this product is sold in a manner consistent with this TMD. We will also prepare and maintain complete and accurate records of our decisions, and the reasons for those decisions, in relation to:

- All target market determinations for this product,
- Identifying and tracking review triggers,
- Setting review periods, and
- Any other matters documented in this TMD.