

Agricultural Vehicle

Fair Value Assessment (FVA)

Carrier name	KGM (Zurich Insurance)	(“The Carrier”)
Product name	Agricultural Vehicle	
Reference [Class of Business]	Motor (General Insurance)	
Date	09 July 2025	

Agricultural Vehicle FVA

Insurer name	KGM	
Distributors Relationship with insurer	Product Manufacturer	
Insurer product	Agricultural Vehicle	
Completed by	Charissa Grant/Jo Graham	

Firm Details

Insurer name	Zurich	
Principal trading address	St James House, 27-43 Eastern Road, Romford Essex, RM1 3NH	
Registered company number	10581020	
FCA firm reference number	799643	

Submission Information

Full name	Charissa Grant	
Job title	Compliance Manager	
Business address	St James House, 27-43 Eastern Road, Romford Essex, RM1 3NH	
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Completion date	09 July 2025	
Completed by	C Grant	

Carrier/Manufacturer Information - FVA

Our product governance process requires a full review of all products at least annually to determine if the product offers fair value to the end customer. These reviews consider the target market, distribution strategy, remuneration, product information, product performance, product design and feedback from distributors and customers.

- We also monitor cancellations, claims frequency, loss ratios, claims numbers and complaints volumes and reasons as part of this review process.
- Monthly MI is reviewed and analysed including root cause analysis on complaints to monitor the product continues to provide fair value.
- We are satisfied the product offers fair value to its intended Target Market subject to distributors not charging customers unreasonable fees without first determining that they do not have a detrimental effect on the overall value of the product.

Product information

Product

This product has been developed for the Agricultural vehicle market, which can include a wide range of vehicles. Including any tractor, all-terrain vehicle, quad bike or self-propelled implement used solely for agricultural or forestry purposes. Cover can also be provided for commercial vehicles and private cars but only where an agricultural vehicle is insured on the policy.

This product covers unspecified trailer and agricultural implements up to £10,000 with attached/detached cover.

There is an increased limit for specified trailers and agricultural implements can be accommodated.

The policy is designed to cover Comprehensive, TPF&T, TPO and also provides laid up cover.

Maximum value of £100,000 for any one item.

Distribution

The distribution strategy is through broker partners.

Target market

Our identified target market is:

Individual Vehicles up to £100,000

The small to medium business enterprise that consists of agricultural vehicles

Risks with only one agricultural vehicle can be accommodated

Larger risks with a mix of agricultural and other vehicles are accepted

We can accommodate the slightly larger commercial vehicle, but this needs to be a small part of the overall risk

Risks with a good proven confirmed claims experience/ NCB

The policy will cover commercial customers with businesses in the agricultural field. This includes full time farmers, market gardeners and landowners where used for agricultural purposes.

Types of customer for whom the product would be unsuitable

Non-commercial customers e.g. private car.
Larger commercial risks where fleet rated.
Full time agricultural contractors.

Any notable exclusions or circumstances where the product will not respond

Damage to the vehicle caused by filling its fuel tank with the incorrect fuel;
•Loss or theft of petrol or diesel fuel;
•Damage caused by the freezing of liquid in the cooling system of the vehicle unless they have taken all reasonable precautions as recommended by the vehicle manufacturer;

Restrictions on Cover

Windscreen/Glass If our approved supplier is not used, then a higher windscreen excess will apply, and cover will be restricted to a maximum of £100 after your excess is deducted.

Standard market exclusions apply

Other information which may be relevant to distributors

Additional cover

Accessories and Spare Parts

We will pay towards the cost of replacing accessories and spare parts, which relate directly to the function of the Agricultural Vehicle. The accessory or spare part must be fitted to or in or on the Agricultural Vehicle which is covered under the policy. The maximum amount we will pay under Section 2.9 is £15,000 for any claim arising out of the one incident.

Unlicensed Drivers

We will indemnify an unlicensed driver when a licence to drive the vehicle is not required by law provided that they are driving with their permission and are at least 13 years of age.

Young and inexperienced drivers' excesses

If the vehicle is damaged whilst a young or inexperienced driver is driving (if permitted to do so as shown on your current Certificate of Insurance and policy schedule), the consumer must pay the first amount of any claim: Drivers Amount • Under 21 years of age £300 • Between 21 and 24 years of age £200 • 25 years of age or over but holding a provisional UK driving licence or a full UK driving licence

for less than 12 months £200 The above amounts are in addition to the compulsory policy excess which applies but does not apply when the damage is caused as a result of fire or theft

Agricultural Vehicle Value Measures MI

	Q3	Q4	Q1
Average number of policies in force	28681	29398	30430
Number of claims registered	105	290	99
Number of claims rejected	3	1	0
Claims Acceptance Rate	97.1%	97.9%	100%
Number of Claim Complaints	0	1	4
Number of Complaints Upheld	0	0	1
Complaints Upheld %	0	0	25
FOS Complaints	0	0	0
FOS Complaints Frequency	0	0	0
FOS Upheld	0	0	0
FOS Upheld Rate	0%	0%	0%

Date Fair Value assessment completed	09 July 2025
Expected date of next assessment	09 July 2026