

## **The complaint**

Miss G complains about the increase in premium Aviva Insurance Limited (“Aviva”) applied at renewal for her motor insurance policy.

## **What happened**

Miss G says Aviva wanted to increase her premium by £400 at renewal. She says there has been no change in her circumstances or that of her partner who is a named driver. And no claims have been made. Miss G has found this matter distressing as she was expecting a reduction in her outgoings. Instead, she says she’s had to change providers and received less favourable cover.

In its final complaint response Aviva says many factors influence the premium it offered Miss G at renewal. It says this may not relate to changes such as her address or claims history. Aviva says Miss G was provided with her renewal quote 30 days in advance to allow her opportunity to obtain other quotes. It says it can’t alter the premium it offered.

Miss G didn’t think she’d been treated fairly and referred the matter to our service. Our investigator didn’t uphold her complaint. She says Aviva provided information to show how it had arrived at Miss G’s renewal premium. From this evidence she didn’t think Aviva had treated Miss G unfairly.

Miss G didn’t agree with our investigator’s findings and asked for an ombudsman to consider her complaint.

It has been passed to me to decide.

## **What I’ve decided – and why**

I’ve considered all the available evidence and arguments to decide what’s fair and reasonable in the circumstances of this complaint.

Having done so I’m not upholding this complaint. Let me explain.

It’s not our role to tell an insurer how to price its policies or what factors it should consider when calculating risk. An insurers approach to risk is for it to decide. That said we need to make sure that an insurer is applying a fair and consistent approach to all its customers. I’ve focused on that here.

We asked Aviva to provide information to show it followed its established underwriting criteria in Miss G’s case. As our investigator explained, Aviva provided its underwriting information. This shows increases it had applied to several components of Miss G’s policy cover. This is considered commercially sensitive information, so I can’t share it, but it does show how Aviva arrived at the renewal premium it charged.

Based on this information I’m satisfied that Aviva used its established pricing criteria in Miss G’s case. I can see no evidence that shows she was treated differently to how any

other customer would be with these same circumstances.

I can understand why Miss G was upset. Her renewal premium was just under 50% higher than the previous year. She says she was expecting this to reduce. She hadn't made a claim and there were no changes to her, or her partner's circumstances. But the information Aviva sent shows the increases weren't related to Miss G's circumstances. They relate to general increases for the cover Aviva provides.

Aviva has referred to generally rising costs in the motor insurance industry over recent times. It says this is mainly due to inflationary pressures relating to vehicle repairs, provision of courtesy cars, and the cost of labour.

As I explained, it's not our role to tell Aviva how it should price its policies. But based on the information I've seen I'm satisfied that it treated Miss G the same as it would any other customer. Miss G received her renewal quote with sufficient time to obtain alternative quotes. So, having considered all of this I don't think Aviva treated Miss G unfairly. And I can't reasonably ask it to do any more.

### **My final decision**

My final decision is that I do not uphold this complaint.

Under the rules of the Financial Ombudsman Service, I'm required to ask Miss G to accept or reject my decision before 12 November 2024.

Mike Waldron  
**Ombudsman**