



UK Insurtech Flock announces fleet insurance partnership with Admiral Pioneer

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[Flock](#), the London-based Insurtech scaleup, has entered into a new partnership with Admiral Pioneer, Admiral Group's venture building business. This collaboration aims to transform UK fleet insurance with advanced technology and real-time risk management solutions.

The partnership will empower Flock to expand its offering and support a wider range of fleet customers. The initial rollout will target courier fleets, business fleets such as tradespeople and service vehicles, along with short-term rental companies. The new product will be available to customers directly and through its growing network of trusted brokers. This expansion ensures that more fleets can benefit from Flock's innovative solutions and Admiral Pioneer's insurance expertise.

Through this partnership, Flock will continue to reward safer driving with premium rebates of up to 10% for customers demonstrating improved safety throughout the policy period. All customers will benefit from Flock's real-time safety portals and regular safety reviews, where the Flock team provides actionable insights into fleet risks and helps implement effective safety practices.

Ed Leon Klinger, CEO of Flock, commented:

"Partnering with Admiral Pioneer is a pivotal moment for Flock. Admiral Pioneer's capabilities in pricing, underwriting, and claims management, perfectly complement Flock's technological expertise, data-driven approach, and deep understanding of commercial fleet customers. By joining forces, we are set to deliver a truly unique product for fleet customers that rewards safer driving and offers a best-in-class insurance service."

"This collaboration with Admiral Pioneer enhances our ability to serve both new and existing customers and aligns us with a partner committed to safety and innovation. Our combined strengths will lead to safer roads and more efficient fleet operations across the UK."

Admiral Pioneer is expanding its focus on commercial customers through this partnership with Flock. By leveraging Flock's leading-edge solutions for commercial fleets, Admiral Pioneer is reaffirming its commitment to provide innovative B2B solutions.

Emma Huntington, CEO of Admiral Pioneer, stated:

"Admiral Group has always embraced innovation, and Admiral Pioneer is where we incubate new ventures that align with our diversification strategy. We're excited to expand our focus on commercial customers with this partnership with Flock, enabling us to have a fresh fleet offering that meets the evolving needs of businesses. Our rigorous partner selection process ensures that we align with companies that not only disrupt the market but also share our values and vision. Flock stood out due to their innovative approach, strong leadership team, and cultural alignment with us. With a strong synergy together, we are well-positioned to deliver exceptional value to our customers."

Both Admiral Pioneer and Flock recognise the complexities inherent in the fleet market, from managing diverse vehicle types to balancing safety with operational efficiency. Their combined strengths in data and technology, competitive pricing, and operational efficiency promise to deliver a superior solution to these challenges.