



UK Insurance CEO, Alistair Hargreaves, explains how he plans to grow the UK insurance business

6 May 2025 11:00 AM BST



In October 2024, Alistair Hargreaves was appointed CEO of Admiral's UK Insurance business, having first joined the Group in 2008 as an accountant and going on to hold a range of senior leadership roles including UK Insurance Deputy CEO.

2024 was an excellent year for the UK Insurance business which provides customers with motor, home, travel and pet cover, reporting a profit of £977million. In his first interview since becoming CEO, Alistair spoke to Insurance Post about the role Admiral's competitive pricing strategy and its acquisition of RSA's pet and home businesses played in UK Insurance, growing its turnover by 35 per cent and welcoming an additional 1.4million customers.

Alistair highlighted the investment that the business has made in recent years to ensure that it can achieve its aim to be the leading insurer of electric vehicles. He also shared his ambition to make Admiral a top five provider in the pet insurance market and incorporate both pet and travel insurance products into its existing MultiCover proposition to make it easier for customers to hold multiple Admiral products.

Alistair noted how the wide range of customer-facing roles he's held means that he really understands Admiral's customers and the business' commitment to making sure that it gets things right for customers first time, including the time his team spends looking at complaints to ensure that they meet the evolving needs of customers.

You can read the full article here: [Big Interview: Alistair Hargreaves, Admiral - Insurance Post](#)