Admiral launches new co-branded repair centre in partnership with The Vella Group

20 Aug 2025



Admiral Group's UK business, Admiral, has launched a new co-branded repair centre in Manchester in partnership with The Vella Group. This launch marks the start of a wider rollout, with plans to extend the co-branded model to other trusted partners across the UK.

Exclusively serving Admiral customers, the state-of-the-art facility is designed to support drivers in the North of England to get back on the road with ease. It also serves as a testbed for innovation, trialling new technologies and processes to enhance the customer experience across Admiral's wider repair network.

Admiral is also investing in a future-ready repair network, with the new centre equipped for electric vehicle (EV) repairs, featuring specialist tools, EV bays,

charging facilities, and expert-trained technicians.

This aligns with Admiral's focus on working with repair partners to reduce the environmental impact of motor claims, encouraging the adoption of the Science-Based Targets initiative to accelerate industry-wide decarbonisation. The Vella Group has committed to these targets and is certified as Carbon Neutral to the PAS 2060 standard. The repair centre features UV and ambient cure paint systems to lower emissions and is fully equipped to the British Standards Institute's standards with brand-new, energy-efficient equipment.

Scott McCammon, Head of Motor Repair at Admiral, said:

"We're excited to announce the launch of a new co-branded repair centre in partnership with The Vella Group. We're incredibly proud of the service and the capabilities provided by our trusted repair partners, and this collaboration allows us to deliver a seamless vehicle repair experience.

Our customers will benefit from the combined strengths of both organisations at every stage of their repair journey, reinforcing our ongoing commitment to innovation and delivering the best customer experience.

The repair centre enhances our ability to deliver expert repairs, including for electric vehicles, and reinforces Admiral's position as a leading EV insurer. We're continually investing in a repair network that supports our growing customer base and helps drive us towards a more sustainable future."

Marc Holding, Managing Director at The Vella Group, added:

"Launching this co-branded repair centre with Admiral is a major step forward in our shared mission to provide the best possible experience for our customers. We're focused on maximising efficiency and ensuring a seamless process, especially as we respond to the growing demand for electric vehicle expertise.

This partnership gives us an opportunity to explore and test innovative ideas and new processes, with a strong emphasis on sustainability and customer care. We are incredibly excited to be on this journey with Admiral."