



Admiral launches the UK's first connected car telematics product

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Admiral, in partnership with Ford Smart Mobility and leading Telematics Service Provider, Redtail Telematics has launched an innovative new car insurance offering.

Admiral Live enables customers that own Ford vehicles with a FordPass Connect Modem manufactured from 2021 onwards to share driving data, collected directly from their car - without the need to physically install a telematics box.

This unique product allows customers to authorise data sharing through a simple process, adding their vehicle onto their FordPass App and authorising data sharing on their in-vehicle screen. This allows customer driving style information to be used to determine an accurate price, in a bespoke way, while giving Admiral the ability to manage premium, risk, reward and claims to aid better outcomes for customers, and to improve the customer experience.

Mark Gabriel, Admiral's Motor Products Director said, "At Admiral, we're always striving for better for our customers, using innovation to offer new products and solutions to improve our customer experience. Admiral Live is an exciting addition to our product range and we will continue to work with Ford to develop the offering further."

Dr Colin Smithers, Redtail's founder and CEO added, "Redtail continues to innovate beyond our existing leadership in black box telematics with Admiral into the exciting new world of connected vehicle data. It is gratifying to see our expertise in turning sensors and signals into data of value for both Ford and Admiral."

Graeme Stevens, B2B Data Products Manager, at Ford of Europe, said: "I'm really excited to work with Admiral to harness the power of connected vehicle data in order to deliver insurance benefits to our Ford owners. By offering customers the option of sharing their vehicle data we are able to better understand driving behaviours and ultimately make the insurance experience

much more tailored and cost-effective for our customers. We want to continue to demonstrate how through connectivity we are able to help improve the ownership experience.”

As the latest on the list of Admiral insurance products, Admiral Live forms a key part of the company’s ongoing diversification efforts. While continuing to pay attention to evolving customer needs and adapting in response, customer satisfaction remains at the centre of Admiral’s focus, keen to provide customers with great service and a great offering.

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