

Case study: Reinforcing our commitment to electric vehicles with our new advert

03 Sep 2024



We have a key role to play in shaping a sustainable future and, as a leading motor insurer, we are dedicated to helping drivers make greener choices.

As one of the UK's leading insurers of electric vehicles (EVs), we pride ourselves on supporting customers with their transition to EVs. We have been recognised as a Trailblazer by Defaqto for our innovative EV insurance product, which includes additional benefits such as out-of-charge recovery service and wall box cover, which we were first movers on in the sector. To help customers make informed decisions about EV ownership, we continue to provide insightful articles covering EV ownership and updating information on our evolving offering.

This month, we launched new television and out-of-home advertising in the UK, showcasing our commitment to making it easy for drivers to insure their EVs with us. We were also the EV insurance sponsor of the 2024 Everything Electric Shows which took place in three venues across England and attracted attendees open to embracing greener alternatives.