



Helping more people on their car-buying journey

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We're proud to help our customers protect what's important, whether this is by providing car insurance to protect them on and off the road, or offering a loan to help them on their car buying journey.

Admiral Money is growing and its Car Finance product plays a key role in its recent success. Admiral Money started offering car finance through dealerships towards the end of 2024, with a focus on giving customers greater transparency and more choice when trying to secure a loan to buy a car via dealers. They now partner with more than 450 dealerships in the UK.

They have partnered with leading digital retailing technology experts, iVendi, to allow more customers to benefit from the guaranteed pre-approval rates it offers. Car buyers are able to access Admiral's Car Finance product via iVendi's multi-lender marketplace platform, giving customers more options on their search.

Admiral Money has received great feedback from dealers so far as they recognise that in this evolving motor finance market, more and more people want to manage their finances digitally. One of their dealer partners, Motors 4 U, commented: "Admiral's system and processes are excellent - intuitive, efficient, and clearly designed with dealers in mind. From proposal through to payout, the whole process is streamlined, which not only saves time but also reduces the potential for errors or delays. This reliability is essential for our team and for the trust we build with customers."

Admiral's Car Finance team has ambitious plans to expand their dealer network and strengthen their position on car finance price comparison websites and via its direct propositions, so that they can help more people achieve their car ownership dreams.

Head to Admiral Car Finance's dedicated dealer website for more information:
[Admiral Dealer Website](#)