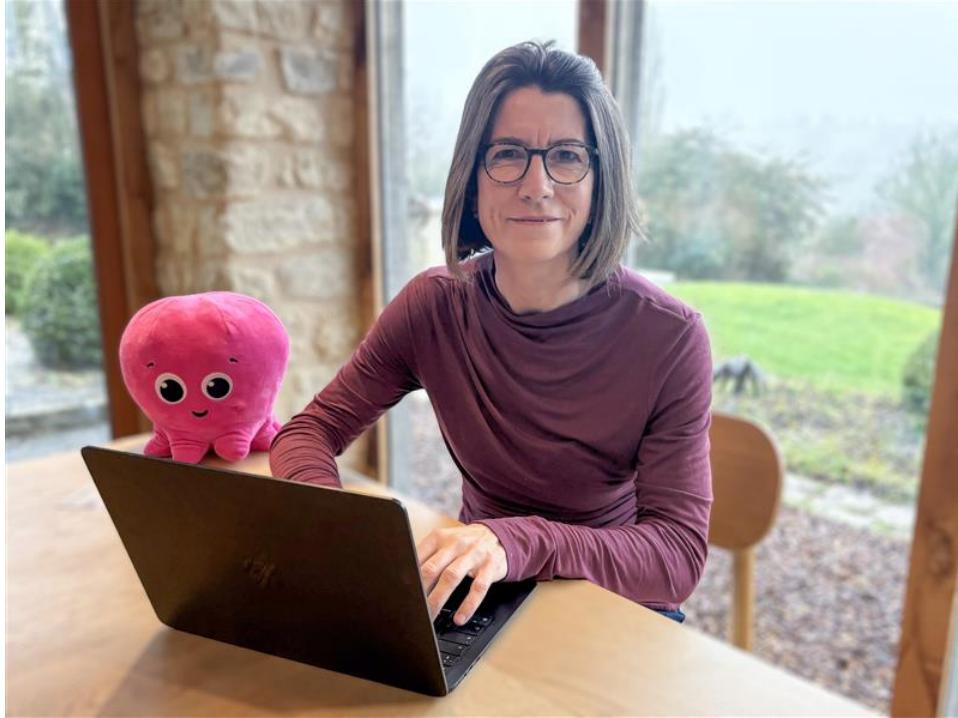


Admiral Pioneer partners with Octopus EV

22 Jan 2026



Admiral Pioneer, our venture building arm, has partnered with Octopus Electric Vehicles (Octopus EV) to deliver a smarter insurance proposition for EV drivers using salary sacrifice schemes.

The partnership moves beyond traditional fleet-rated insurance models, which price cover based on an averaged risk, and instead offers premiums tailored to individual drivers. This new approach means insurance costs better reflect how people drive – delivering better value for customers.

As a result, more than three in four new salary sacrifice drivers are expected to benefit from lower insurance costs, with average savings of around £550 a year. Drivers can also bring their existing no claims bonus with them, unlocking further potential savings.

Emma Huntington, CEO of Admiral Pioneer, said: “We’re partnering with Octopus to bring real innovation to EV salary sacrifice, moving beyond

traditional fleet pricing to offer insurance based on individual risk. By combining our deep insurance expertise with Octopus' digital-first approach, we're delivering smarter, fairer, and more personalised insurance for electric drivers. This partnership shows what's possible when forward-thinking brands come together."

Gurjeet Grewal, CEO of Octopus Electric Vehicles, said: "Salary sacrifice has become one of the most powerful ways to help drivers switch to electric - but the insurance experience hasn't always kept pace.

"This partnership changes that. By pricing insurance around the individual, not the average, we're making EVs even better value and keeping the experience simple from day one. It's another step towards making electric the obvious choice."