



FOR IMMEDIATE RELEASE

Leading car insurance specialist, Admiral, selects Redtail Telematics as telematics partner

CAMBRIDGE, UK 22nd June, 2015 Redtail Telematics, the long-established provider of integrated telematics solutions worldwide for the insurance and fleet sectors, today announced that it has signed a three-year contract with Admiral, the award-winning insurance provider

Admiral has selected Redtail as supplier of their 12V plug-in device, Admiral Plug & Drive. The agreement with Redtail, the culmination of a comprehensive and structured tender late last year, applies to Admiral's UK car insurance business.

Plug & Drive is a unique product in the field of telematics. Customers only have to plug the unit into their 12V socket and drive with it in place for three months. They receive a discount on their insurance premium if they drive well during that period. Admiral has been testing the new Redtail units with Plug & Drive customers since April 2015 and is happy with the initial results.

Commenting on the partnership, Ori Hanani, Admiral's head of telematics, said: *"We went to tender looking for a new supplier of units for Plug & Drive at the end of last year. What made Redtail a particularly compelling choice as partner is its ability to develop a bespoke solution which meets our needs in an increasingly competitive marketplace."*

He added: *"A key area of focus for us is to provide competitive insurance for younger drivers and Plug & Drive is a large part of that. We need to be able to get reliable and high-quality data from our suppliers to ensure we can price accurately based on the risk. We expect the Redtail solution will help us to strengthen our position in the telematics market and provide fairly priced insurance to our customers."*



Redtail Telematics CEO, Dr Colin Smithers, added: *“Redtail has always been committed to providing deeply integrated and customised solutions tailored to the needs of our customers. We are delighted to have this opportunity to partner with such an innovative and highly respected insurer to deliver significant benefits to motorists.*

Redtail’s emphasis is to capture the complete range of disciplines under one roof that includes design and manufacture of the On-Board Unit and its firmware, plus the back office databases and analytics. In turn this means that overall our platform sets the standard for data quality and granularity leading to an analytical capability and efficiency of use of airtime that is central to the future evolution of insurance telematics and its need to understand driver behaviour and to capture incidents as they happen.”

About Redtail Telematics

A leading provider of telematics solutions to the usage based insurance (UBI), fleet tracking, and stolen vehicle recovery (SVR) sectors globally, Redtail draws on its joint heritage with sister company, Plextek, the communications technology design house which has supplied 5.5 million devices into the automotive aftermarket in more than 30 countries since 1993.

Redtail Telematics Ltd is headquartered in Cambridge, UK and, together with subsidiary Redtail Telematics Corp in San Diego, California. is unique among telematics service providers (TSPs) in designing and manufacturing its own devices - known as on-board units (OBUs) - as opposed to purchasing them from a technology provider.

However, the company has expanded significantly beyond telematics device design and manufacture to offer a broad set of services - including the capture, analysis, and processing of telematics data - for insurance, and fleet and plant equipment sectors.

Redtail’s focus is on building long-term partnerships with customers, enabling them to develop sustainable telematics programmes and maximize ROI. It supports customers across multiple industries in achieving their objectives through the combination of innovative technology, advanced software, and industry-leading consultancy services.



About Admiral

Admiral, (a trading name of EUI Ltd) launched in 1993, and is part of Admiral Group plc. Admiral writes its motor insurance business to a consortium of insurers, these being:

- Admiral Insurance Company Ltd
- Admiral Insurance (Gibraltar) Limited
- Great Lakes Reinsurance (UK) plc

Admiral MultiCar's salesline is 0800 600 880 - open from 8am to 11pm on weekdays, from 9 am to 8pm on Saturday,, and on Sunday between 10am and 8pm.

Admiral's web site address is www.admiral.com

The Admiral Group employs over 5,200 people in the UK and has over 3.5 million customers.

Admiral was voted the UK's Best Car Insurance Provider at the 2014/15 Personal Finance Awards.

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For further information, please visit www.redtailtelematics.com, or contact:

Janey Heller
Inscribe PR
07799 442701
janey@inscribe-inc.com

Colin Smithers
CEO Redtail Telematics
01799 533300
crs@redtailtelematics.com

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