The Group at a glance

One of the largest personal lines insurers in the UK with two of the most recognised brands and almost 9 million customers.

We have strong brands and our products are sold direct to customers, through price comparison websites and via our partners.



We have unique assets in Motor which allows us to provide better outcomes to customers and to understand pricing, claims and customer behavioural trends.



Largest rescue brand owned by a UK Personal Lines insurer

Green Flag now has over

60 roadside patrol vehicles

supported by a national network of

3,000 specialists