Veygo partners with RED Driver Training to create a more connected learning to drive experience

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Veygo, the specialist young driver insurance brand from the Group's venture-building business, Admiral Pioneer, has partnered with RED Driver Training to deliver a more connected learning-to-drive experience, bringing lessons, digital learning and flexible insurance together in one integrated journey.

Learning to drive has traditionally been fragmented, with lessons, practice and insurance managed separately. By combining professional instruction, app-based learning and real-world practice, this partnership brings those elements together, supporting learners from first lesson to full licence and

helping them develop stronger skills, greater confidence and safer driving behaviours.

The partnership introduces an integrated digital journey that allows learners to book lessons, access educational content and arrange insurance in one place. Later this year, Veygo's quote flow will be embedded directly into RED's digital experience, making it easier for learners to access cover and get on the road.

Key partnership benefits:

- A more connected learning journey: Lessons, learning content and insurance accessed in one place, reducing friction and supporting progress around everyday life.
- Earlier, more regular practice: Flexible learner insurance makes it easier to practise between lessons, helping learners build confidence and experience in real-world conditions.
- Support beyond the driving test: Newly qualified drivers continue to benefit from guidance and flexible cover, with the ability to reduce premiums regularly and build a No Claims Bonus as experience grows.

Alongside insurance integration, the partnership will be supported by co-created educational content, designed to help learners build skills between lessons and prepare more effectively for independent driving.

Together, Veygo and RED aim to create a more complete learning journey, where expert instruction and real-world practice work together to support safer, more confident drivers beyond test day.

Rachel Purchase, CEO of Veygo said: "Learning to drive is one of the biggest steps in a young person's life, and they deserve an experience that feels supportive, flexible and built around their needs. By partnering with RED, we're combining expert instruction and digital learning with accessible, confidence-building practice through Veygo's flexible insurance. Together, we're making the learning journey smoother, safer and more personalised for the next generation of drivers."

Seb Goldin, CEO of RED Driver Training said: "Professional lessons combined with private practice is a crucial part of becoming a confident and capable driver. This collaboration brings together the best of both worlds, partnering with Veygo allows our students to develop their skills between lessons and build confidence as they approach test day. It's a partnership that puts learner progress at the heart of the driving journey."