

esure launches all-in-one insurance app to help the 70% of us who don't know our MOT renewal dates

[06/05/25] esure Group, one of the UK's leading providers of Motor and Home insurance, announces the launch of a new all-in-one insurance app, powered by fintech platform Caura. The most comprehensive app of its kind on the market, it enables customers to manage their insurance policies while also offering enhanced functionality to serve drivers' everyday needs, all from a single digital platform.

The esure app, developed in partnership with Caura for iOS and Android, offers a comprehensive suite of services, giving customers oversight and management of esure Motor and Home policies, and provides extensive additional capabilities which currently include: monitoring car renewal dates, booking MOTs, paying for tax, checking exemption status and paying city charges and tolls, pre-booking airport parking, and even managing vehicles not insured by esure, all in one place.

esure and Caura worked together to build and launch the app in just four months, highlighting esure's agile development capabilities that have been unlocked by esure's new technology platform, enabling esure to scale and develop new propositions at pace, in addition to Caura's SaaS capabilities. The app is being rolled out to all esure customers and early engagement is strong. With more features in the pipeline, including EV-charging and fuel price comparisons, esure and Caura continue to look for more ways to support customers.

esure is focused on creating seamless digital-first experiences for customers, mirroring the digital-led services they enjoy in other parts of their lives. esure chose to partner with Caura due to its relentless focus on user experience and simplifying car ownership. This combination has been instrumental in delivering an app that truly addresses the everyday pain points faced by motorists.

Recognising that car admin can be overwhelming, the functionality provided by the esure app supports customers to enable quick and easy management of their insurance policy as well as keeping on top of their other important car admin. A survey conducted by esure* found that only 30% of drivers know when their MOT is due, with 20% having missed a renewal in the past. The app addresses this common pain point by not only sending timely reminders but enabling users to book their MOT directly in the app with a network of local garages .

Peter Martin-Simon, Chief Commercial Officer at esure Group, said:

"The launch of our all-in-one insurance app is a major milestone in esure's digital transformation journey. It is a powerful example of how our platform is unlocking new possibilities to better serve our customers. We're proud to have collaborated with Caura to bring this market-leading functionality to life at rapid speed."

Sai Lakshmi, CEO & Founder at Caura, said:

"It was a pleasure to partner with the team at esure to deploy their apps for iOS & Android. Consumer uptake of services has surpassed all our expectations and we're excited to further support them on their mobile journey throughout 2025 and beyond."

This launch sets a new industry benchmark for innovation and underscores esure's position as the UK's leading digital insurer.

* Survey conducted in March 2025 [online survey of 2000 UK adults with car insurance]

ENDS

For further information, please contact:

Teneo (Financial PR)

+44 (0)20 7353 4200

esure@teneo.com

About esure Group

esure Group is one of the UK's leading providers of Motor and Home insurance products through the esure, Sheilas' Wheels and First Alternative brands. Founded in 2000, esure Group has the scale, heritage and expertise capable of inspiring the trust and confidence of their 2.1m customers, combined with the entrepreneurial mindset and agility of an insurtech. esure Group is focused on using their market-leading technology platform, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of customers.

To find out more visit www.esuregroup.com

About Caura

Launched in 2020, Caura simplifies car admin by sending drivers relevant information and timely reminders to help them stay compliant. By seamlessly managing car insurance, MOT, vehicle tax, tolls and city charges, Caura saves drivers valuable time and money. Ultimately Caura's aim is to provide a single platform enabling drivers to manage every aspect of vehicle ownership.

Caura has recently partnered with blue-chip clients like Lex Autolease and esure to enable their customers to access Caura's services. Caura is backed by top tier investors including Lloyds Banking Group, Jaguar Land Rover (via InMotion Ventures), and notable angels including Jon Oringer (founder of Shutterstock), Antony Sheriff (CEO of Bugatti Rimac), and Rob Willmot.

sai@caura.com

www.caura.com