



Ex First Central UK CEO Launches New Motor Insurance Provider Zixty

3rd October 2022: Andy James, previously UK CEO at First Central and Chief Commercial Officer at Kingfisher, has today announced the launch of Zixty, a new app-based motor insurance provider. The first product launches this month offering the UK's first short-term car insurance with free carbon offsetting. The launch is aimed at occasional and short-term drivers who want to minimise the environmental impact of their driving.

Zixty is the first to build carbon offsetting at the core of its app-based short-term policy, calculating and offsetting the carbon footprint of up to 100 miles of journeys per day. This carbon offsetting is free of charge to customers. Zixty policies are underwritten by a growing panel of motor insurers including KGM and First Underwriting.

Short term policy cover ranges from 60 minutes to 28 days to cater for the growing number of drivers who don't own a vehicle, either due to cost and/or environmental concerns, and need a choice of cover options for shorter periods.

Andy James, CEO of Zixty, comments: "The role of the private car in the UK is changing, driven by financial pressure, environmental concerns, and home-working. Although car ownership and usage are declining, the need for access to a car is an imperative for many people - despite a growing awareness of the environmental impact of driving. In research conducted by Zixty in July 2022, 72% of respondents aged 21-54 stated that the ability to offset their driven CO₂ was important to them*, and in England 20% of households don't own a car or van. Knowing all this, we realised that a consumer need was not being met: the ability to share cars while reducing the impact of this usage on the environment.

"We don't judge. We don't preach. And we're not environmental activists. We simply insure drivers in the modern sharing economy and help them to be environmentally conscious."

* Research conducted by Zixty July 2022. 508 UK respondents in a target demographic aged 21-54.

The app-based technology is provided by insurtech company, Inzura, taking vehicle movement data collected through the app and using machine learning to analyse the data to calculate the CO2 emitted from journeys.

Richard Jelbert, CEO of Inzura, comments: “We’re excited to be working with Zixty and to be a part of its revolutionary proposition. They are an ideal customer for us in that they want to use our whole range of tech solutions, and have led the project with tremendous vision. It’s going to be an exciting future working together.”

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Zixty and Inzura Media Contact:

SJ Wrigley at Spotlight Consulting on +44 (0)7909546104 or sj@spotlightconsulting.co.uk

[Zixty](#) is a new app-based motor insurance provider. It offers the UK’s first short-term car insurance policy that helps drivers minimise the environmental impact of their driving with free carbon offsetting.

[Inzura.ai](#) is a UK based early stage Insurtech company that helps insurers and intermediaries quickly deploy advanced smartphone centric digital insurance products. Inzura has developed market leading products to accelerate the introduction of flexible, pay per use, subscription and telematics driven products including white label apps. Inzura also leverages machine learning and AI to optimise the customer experience and improve insurance product metrics.