

Admiral asks 'What if kids made cars?'

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Admiral recently asked children aged 5 and 7 years of age to draw the car of their dreams before the company enlisted the help of an automotive design student to turn the kids' imaginative ideas into a design reality.

The resulting design, based on drawings of their ultimate cars incorporates various features from the children's drawings. The outcome is a car that flies, hovers using blue flame boosters, has heart-shape wheels with extendable legs so it can jump over other vehicles, outdoor speakers and a giant water pistol.

The ultimate kids car is also controlled by a computer, has a sofa bed, curtains, plants for fresh air, a disco ball and of course, a sweet, chocolate, popcorn and ice cream dispenser.

Managing Director of the car insurance specialist (<http://www.admiral.com/>), Dave Halliday, said: "As grown-ups, we might spend a fair amount of time dreaming about the cars we'd buy if our budgets allowed, but we thought it would be fun to see the dream car a child's imagination would come up with.

"We had no doubt their drawings would be terrific and the children certainly didn't disappoint. The final design is pretty fanciful but it's still recognisable as a car and looks like it would be great fun to travel in."

Admiral has put together an online gallery of all the children's drawings so visitors to the company's website can see the inspiration behind the final car design. The drawings are online at www.admiral.com/kidsandcars.

Dave Halliday continued: "You might think cars, driving and the topic of motoring is usually the conversation of adults, but that doesn't mean children don't have their own thoughts and ideas about it. We also created a hilarious video simply by letting the camera roll and asking children between the ages of 5 and 7 to share their thoughts on cars and motoring."

The multicar insurance specialist (<http://www.admiral.com/multi-car-insurance/>) has also released a new video at www.admiral.com/kidsandcars where kids explain how to drive a car, reveal who's the better driver in their family, what car they would like to drive and describe what different road signs mean.

About Admiral:

Admiral, (a trading name of EUI Ltd) launched in 1993, and is part of Admiral Group plc. It was set up to target those motorists who traditionally pay higher than average premiums, including those under-35, living in cities or driving hot hatches. It now offers its unique Admiral MultiCar policy for households with two or more cars.

Admiral writes its motor insurance business to a consortium of insurers, these being Admiral Insurance Company Ltd, Admiral Insurance (Gibraltar) Limited and Great Lakes Reinsurance (UK) plc.

The Admiral Group employs over 4,800 people in the UK and has more than 3 million UK customers.

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