

The AA Announces Strategic Collaboration with OpenAI to Advance AI Adoption and Business Transformation

- The AA has entered a strategic collaboration with OpenAI to roll out 1,500 ChatGPT Enterprise licences, accelerating its AI capabilities
- ChatGPT Enterprise will become the standard AI tool for non-customer-facing roles, supported by tailored training, an AI Champions network, dedicated support channels, and internal hackathons to rapidly scale adoption

London, Monday 1 December 2025: The AA today announces a major digital and AI milestone with a new strategic partnership with OpenAI for the rollout of 1,500 ChatGPT Enterprise licences. This agreement marks a significant step in The AA's AI strategy, which aims to deliver "Digital convenience with Human care." The strategy is focused on helping The AA operate faster, simpler and better to empower colleagues to focus on enhancing and innovating how The AA serves its customers.

Following a successful internal pilot, ChatGPT Enterprise will become the organisation's standard AI tool for non-customer-facing roles. The strategic collaboration builds on The AA's strong record of AI innovation across internal and external functions. This includes implementations across the business including Roadside and Customer Operations.

Chat GPT Enterprise will support internal processes alongside creative features, bringing AI activity into one powerful, cost-effective solution, helping The AA to maximise value while reducing the complexity of multiple tools.

The roll-out will be supported by tailored training programmes, an AI Champions network and dedicated support channels, which will create a foundation for scalable adoption and sustainable innovation. Internal hackathons will encourage colleagues to develop their skills, rapidly scaling adoption across the business.

The collaboration underscores The AA's commitment to responsibly enabling faster, simpler and better processes, empowering colleagues to focus on reimagining and enhancing every customer's experience through creativity, innovation and connection.

Nick Edwards, Group Chief Digital and AI Officer, The AA, commented: *"Partnering with OpenAI represents a pivotal moment in our AI journey, giving our colleagues powerful tools to work smarter, innovate faster and deliver even better experiences for our members. Consolidating AI into a single, scalable platform ensures we maximise value while keeping human care at the heart of everything we do. There is an incredible amount of excitement inside The AA for colleagues to begin using ChatGPT Enterprise and alongside our strategic data transformation, create even more value across the business."*

Orian English, EMEA GTM Lead at OpenAI, commented, *"Since we began working together, The AA has been deliberate about putting the right systems, strategy and support in place not just to manage risk in a regulated environment, but to actively unlock the value of AI. They are building the foundations to move fast with confidence, empowering teams to drive bottom-up innovation across the organisation."*



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The AA

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About The AA

The AA is the UK's leading provider of roadside assistance with approximately 2,700 patrols attending an average of 9,000 breakdowns daily and is rated by drivers as the first choice for electric vehicle breakdown. The AA has 17m customers across roadside breakdown and brokered motor and home insurance.

The AA's mission is to create confidence for drivers now and for the future – anticipating drivers' needs since 1905 and striving to be always ahead. The AA provides services across its roadside businesses from AA Driving School and BSM, to DriveTech, the leader in driver education. In addition, AA Smart Care provides bookings for MOTs, maintenance, service and repair in AA certified garages. AA Cars is a trusted vendor of used cars with free history checks and breakdown cover. The AA's insurance broker offers motor and home policies, operating a diverse panel of underwriters including the AA's in-house underwriter, plus AA Financial Services and Accident Assist. The AA continues to invest in connected car innovation and digital services.