



The AA and Multiverse announce strategic partnership to deliver AI for Business Value Apprenticeship Programme

The UK's leading provider of roadside assistance celebrates National Apprenticeship Week with a commitment to its team's AI skills development

- The AA announces that it is partnering with Multiverse, the upskilling platform for AI and tech adoption, to deliver an AI for Business Value Apprenticeship Programme
- The programme equips colleagues with hands-on AI skills to deliver measurable business value, reflecting The AA's ambition to put AI at the heart of "Digital convenience with Human care"
- 50 colleagues are already enrolled and driving impact through AI

London, Tuesday 10 February 2026: To mark National Apprenticeship Week, The AA today announces a new partnership with Multiverse, the upskilling platform for AI and tech adoption, to build future-ready AI skills across the organisation through its AI for Business Value Apprenticeship Programme. The initiative marks a further milestone in The AA's AI strategy, which is grounded in delivering "Digital convenience with Human care."

The partnership moves The AA beyond experimentation and into scaled capability-building, embedding AI skills directly into roles across the business. Designed for individual contributors, the apprenticeship focuses on developing practical, hands-on AI skills that can be directly applied to business challenges. Colleagues are already translating learning into action, using AI tools and techniques to improve decision-making, efficiency and performance.

Colleagues across multiple areas of the business are delivering early impact, including within Customer Operations, where AI-driven insights are supporting improvements in resource planning and operational efficiency. These early results demonstrate how targeted investment in AI skills is enabling The AA to unlock value at pace.

Louise Benford, Chief People Officer, The AA, commented: "As AI continues to transform the way we live and work, we're choosing to embrace that change with ambition, clarity and care. Through this investment in our people and their skills, we will work with Multiverse to inspire colleagues across The AA with the confidence to work productively alongside AI, while keeping human judgment, creativity and care at the heart of every decision."

Nick Edwards, Group Chief Digital Officer, The AA, commented: "Our partnership with Multiverse supports our responsible approach to AI adoption, as we continue to use technology to deliver clear value and scale what works to remain always ahead. It also reflects The AA's ongoing commitment to preparing colleagues for the future of work, by equipping them with the technical skills, data fluency and cross-functional understanding needed to embed AI effectively."



Euan Blair, Founder and CEO, Multiverse, commented: *“The AA’s commitment to ‘Digital convenience with Human care’ is a perfect mission-match for Multiverse. Real AI adoption only works when it is human-centric; we need to meet technology with skills to achieve meaningful results. We are proud to empower these 50 learners with the technical fluency and confidence they need to enhance the service they provide, ensuring that people remain at the heart of The AA’s digital evolution.”*

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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.

About Multiverse

Multiverse is the upskilling platform for AI and tech adoption. Multiverse has partnered with over 1,500 companies to deliver a new kind of learning that’s transforming the workforce through tech skills.

Multiverse apprenticeships are for people of any age or career stage and focus on critical AI, data and tech skills. Multiverse learners have driven \$2bn + ROI for their employers, using the skills they’ve learned to improve productivity and measurable performance.

Multiverse has raised approximately \$500 million in venture funding from investors including Lightspeed Venture Partners, Index Ventures and General Catalyst, making the company Europe’s only EdTech unicorn.



For more information, visit www.multiverse.io