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Laura Harvey to join The AA as Corporate Affairs Director

- **Laura Harvey to join The AA in November as Corporate Affairs Director**
- **Harvey brings more than a decade of senior communications and public affairs experience at Auto Trader**
- **Edmund King OBE continues as AA president and a leading spokesperson for The AA**

The AA has appointed **Laura Harvey as its new Corporate Affairs Director**, leading the organisation's Public Relations and Public Affairs function.

Laura will join The AA, the UK's largest motoring organisation, in November. She brings extensive experience across communications, public affairs and the automotive sector, having served as Director of Communications and Public Affairs at Auto Trader since 2015.

In her new role, Laura will lead The AA's corporate communications and public affairs activity, working across the business and liaising with government, the media and other key stakeholders.

Laura Harvey said:

"I'm thrilled to be joining The AA, such a well-known and trusted brand with a rich heritage and strong values. The automotive sector is undergoing significant change—from the EV transition to emerging technologies and evolving regulation—which presents huge, exciting opportunities ahead. I'm really looking forward to working with colleagues across The AA, including Edmund and the wider team, to champion drivers and ensure the voice of our members continues to be heard."

The appointment comes as **Edmund King OBE transitions from a full-time to a part-time role. He will continue as AA president and as a leading spokesperson for The AA**, championing the interests of drivers and speaking out on the issues that matter to AA members.

Edmund and Laura will work closely together, alongside the existing team, building on The AA's established profile with the media, government and other stakeholders.

Edmund King OBE, AA president, said:

"I'm delighted that Laura is joining The AA. She knows the automotive world inside out and brings a wealth of communications and public affairs experience, as well as a strong understanding of the challenges and opportunities facing drivers and the industry.

"After many years working full-time for The AA, I have decided the time is right to reduce my hours, but I'm certainly not hanging up my car keys. I will continue proudly as AA president, campaigning on behalf of drivers and members and remaining a leading spokesperson for The AA.

"I'm looking forward to working closely with Laura and the team as we continue to make sure the voice of the driver is heard loud and clear."



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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.