

MoneySuperMarket launches Price Optimiser to help drivers find even cheaper car insurance

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London

MoneySuperMarket, the UK's most recommended price comparison website, has launched Price Optimiser. The first of its kind feature uses insights from the recently launched Car Insurance AI Insights report to identify clear and practical ways customers can reduce the cost of their car insurance.

Available now on MoneySuperMarket car insurance quotes, Price Optimiser analyses the details in a customer's quote and shows what could be pushing the price up. It then takes customers through the elements of the quote that are affecting the premium price, helping them to make more informed, confident decisions about their cover.

Customers can use Price Optimiser once they have run a car insurance quote through MoneySuperMarket. The tool reruns the quote automatically once the customer has selected the changes they would like to make, showing the updated price instantly.

Over 80% of customers who used Price Optimiser and followed the insights made a saving on their car insurance quote¹.

Price Optimiser guides customers through insights based on their own quote, including:

- **Mileage check:** Price Optimiser uses DVLA MOT data to check the driver isn't overstating their average mileage, helping avoid unnecessary premium costs
- **Cover type:** If a customer chooses Third Party or Third Party Fire & Theft, Price Optimiser will flag that Comprehensive cover could be a better fit. It offers broader protection and is often similarly priced - sometimes even cheaper - thanks to a wider choice of providers
- **Payment type:** Where possible, highlight potential savings from paying annually in a single payment and a reminder for customers that paying monthly typically includes interest
- **Driving licence information:** Prompts customers to add missing licence details to get a more accurate quote from insurers
- **Optional extras:** Some customers are unaware that optional extras are charged in addition to their base premium and increase the overall policy price. Price Optimiser clearly highlights these add-ons so customers can remove any they don't need

By surfacing these insights clearly and transparently, Price Optimiser supports customers to get the right cover at the right price - all while keeping them in full control of their information and choices.

Lis Barton, Chief Customer Officer at MONY Group, which includes

MoneySuperMarket, said: “Price Optimiser makes it easier for people to see what really affects the cost of their car insurance. Small changes can make a big difference, and this tool shows that clearly so drivers can choose what works best for them. It’s all about making the process simpler and helping people save money with confidence – backed up by our Price Promise and a £15 SuperSaveClub reward.”

MoneySuperMarket customers can also now use MoneySuperMarket’s AI Companion to ask questions about the policy they are considering, helping them feel more informed and reassured that the cover meets their needs and is the right choice for them.

ENDS

Contact pressoffice@moneysupermarket.com

Notes to editors

1. 83% of users completing the car insurance Price Optimiser journey and actioning its insights on MoneySuperMarket between 12.02.26 and 16.02.26 found a cheaper quote.

About MoneySuperMarket

MoneySuperMarket is the UK’s most recommended price comparison website. It provides tools and services to help people manage, save and grow their money by enabling them to compare and switch on products across Insurance, Money and Home Services, as well as monitor their credit score and manage their bills.

MoneySuperMarket is part of MONY Group, an established member of the FTSE 250 index, with 13.8 million active users.

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