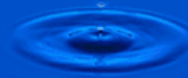


# Fairinvestment.co.uk reveals Brits are bargain hunters when it comes to car insurance

Fair Investment Company



Released on: July 21, 2008, 6:47 am

Press Release Author: [Fair Investment Company](#)

Industry: [Financial](#)

**Press Release Summary: A new survey from Fairinvestment.co.uk has found that price is everything to shoppers when it comes to finding car insurance**

Press Release Body: New research from **Fairinvestment.co.uk** has found that price is everything for its users when it comes to shopping for car insurance. The research involved asking users what the most important aspect is when shopping for car insurance.

57 per cent of the [Fairinvestment.co.uk](#) users who were questioned said that price was most important to them, and the level of cover was considered less important with only 19 per cent of the vote. The research also found that a courtesy car is paramount to 5 per cent of those who voted.

Of equal value to voters in the poll, with 2 per cent each, was breakdown cover, a discounted rate for partners, a low excess and a protected no claims bonus.

The study also found that some aspects of [car insurance](#) are of no interest at all to **Fairinvestment.co.uk** users. For example, cover for driving other cars received no votes whatsoever and, surprisingly, none of those questioned were bothered about a no claims discount,

despite the fact that a maximum no claims bonus could save drivers a considerable amount.

An important aspect for one participant was a lack of overseas call centres, a feature that has caused controversy in the past. Another user appears to have missed the point, stating having a car as the most important aspect of shopping for car insurance.

Commenting on the findings, **director of Fairinvestment.co.uk, James Caldwell**, said: *"Motorists should be careful choosing their car insurance by price alone, the cheapest car insurance is not always the best and there are other aspects to be taken into consideration.*

*"I would advise anybody shopping for car insurance to compare deals not just on price but also policy features, some of which may be outlined in the small print."* Mr Caldwell advised.

- Ends -

**About Fair Investment**  
**www.fairinvestment.co.uk**, is an independent [online finance](#) portal, providing [financial comparison](#) tools, news, reviews and information on a wide range of financial products and services, including insurance, credit cards, mortgages, loans, savings and investments.

**Fair Investment Company** is a leading internet player that sees 400,000 unique users per month, sells over £5 billion worth of mortgage enquiries and is a Hitwise 100 Banks and Financial Institutions site.

**Web Site:** <http://www.fairinvestment.co.uk/>

**Contact Details: For further information, contact:**

**Rebecca Sargent**

**Fair Investment Company**

**Staff Writer**

**Media Centre**

**20 The Mall**

**Clifton**

**Bristol**

**BS8 4DR**

**Tel: 0117 9335507**

**Fax: 0117 9335509**

[www.fairinvestment.co.uk](http://www.fairinvestment.co.uk)