

Insurancwide breaks new ground in comparison site re-launch: absolute promise to deliver



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Press Release Summary: The UK's original and still the best online insurance comparison service, [insurancwide.com](#), breaks new ground this week in a re-launch of its website for insurance-seekers. Its promise to deliver an insurance comparison service for every type of customer sets it firmly apart from other aggregators.



Press Release Body: The UK's original and still the best online [insurance comparison](#) service, [insurancwide.com](#), breaks new ground this week in a re-launch of its website for insurance-seekers. Its promise to deliver an insurance comparison service for every type of customer sets it firmly apart from other aggregators.

The new service will guarantee accurate live prices with no surprises and a 'buy-now' option, the best quality insurers, a clear insurer ratings system and supportive guides for every type of insurance. [Car insurance](#) remains the largest part of the business but the service also compares every other type of insurance relevant to individuals, their families and their homes.

In addition, the site re-launch features a brand new [travel insurance](#) comparison tool. It is the only complete travel insurance comparison service in the market, providing guaranteed live prices and a guaranteed minimum level of cover and immediate buy-now links to current policies from the top travel insurers. Unlike all other travel insurance

comparison services, you only fill out one form in the entire process and your details will be remembered when you revisit.

[Insurancewide.com](http://www.insurancewide.com) will lead the crowded comparison website field with its new promise: "**Insurancewide, we're on your side.**" Launched by current **chief executive James Harrison** in 1999 and now in its fourth phase of evolution, **Insurancewide.com** believes it has thought of everything. Mr Harrison described the new site today as, "**finally, the insurance comparison service you can trust.**"

He adds: *"This project has been two years in the making. We've simplified the user experience but behind the scenes we're proud of our unmatched attention to detail. In short, we have revolutionised the way people are able to shop for insurance. We did it when we launched the very first comparison website, and now we've done it again. We've confronted all the issues that consumers face when using aggregator sites and we've solved them.*

"We cater for the most unusual insurance requests. Whatever your history and circumstances, we'll direct you to the right insurer, whether you're a driver with convictions or own a 7-seater imported land rover; a long-haul adventure traveller or the owner of thatched cottage with a flood risk."

"There's been widespread debate about how accurate and trustworthy comparison websites can be. Many sites make false assumptions about a customer's profile and so it's impossible to guide them to exactly the right deal. However, we've developed the technology to be able to ask only the most relevant questions and to explain why we're asking them. This means we provide a clear picture of what customers will get for their money. We constantly test our service with insurers to make sure the prices you see are the prices you get. In short, we are here to look after our customers. This includes ensuring that insurers never spam customers and or sneak in huge policy excesses."

Insurancewide is home to an impressive distribution network supported by all major personal finance portals including Yahoo, eBay, AOL and Tiscali.

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