



Comparisons Drive Car Insurance Quotes at Insurance.com

Consumers increasingly moving from online insurance research to online policy purchase.

([PRWEB](#)) March 1, 2005 -- Cleveland, OH (PRWEB) March 1, 2005 -- Insurance.com, the nation's largest online auto insurance agency, announced today that consumer car insurance quote requests on its website www.insurance.com increased over 40% in 2004. This marks the fourth straight year that the company's Internet-originated car insurance quote requests grew by 40% or more.

"We continue to benefit from growing consumer confidence in the Internet as a tool to not only research rates but also purchase car insurance," stated Insurance.com President, Lou Geremia. "Mere comparative rate information is no longer enough. Consumers want to move from research to rates to purchasing a policy in one sitting. As a result, our combination of real-time car insurance quotes and online buying is attractive to consumers interested in saving time and money."

More than a dozen leading auto insurance companies offer competitive car insurance quotes through Insurance.com. The site allows users to see multiple quotes and do a side-by-side comparison to find the right policy for their needs. Consumers can purchase their policy online or through a licensed insurance agent on Insurance.com's toll-free number (1-800-639-9201). Complete information about Insurance.com's car insurance quotation process can be found at www.insurance.com/auto.aspx.

About Insurance.com:

Insurance.com (www.insurance.com) is an online marketplace that allows consumers to receive comparative car insurance quotes from top companies and purchase insurance products through the site. The site also provides quotes for life, health, home and specialty lines of insurance. The company's website was named Best Insurance Site by Money magazine and was praised by Smart Money for its ease of use and wide range of quotes.

Insurance.com is owned and operated by ComparisonMarket, Inc., which enables financial institutions, affinity groups and online marketplaces to offer their customers real choice and savings opportunities on car insurance. Working with top insurance providers, ComparisonMarket provides instant, accurate comparative rate quoting and purchasing via the Internet or over the phone. ComparisonMarket is headquartered in Cleveland, Ohio.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).