

# Kelley Blue Book's Kbb.com Announces InsWeb as New Exclusive Insurance Partner

PRNewswire  
IRVINE, Calif.

Kelley Blue Book and kbb.com, the leading provider of new and used vehicle information, today announces that it has entered into a partnership with InsWeb, a top-rated online insurance marketplace that enables consumers to compare auto insurance rates from more than 30 companies. The new deal makes InsWeb the exclusive provider of vehicle insurance marketed to kbb.com's 10 million-plus unique site visitors each month.

"When deciding which insurance partner was the best match for kbb.com, we felt the easy quote process, product coverage and quick response time offered by InsWeb was the best fit for our visitors researching vehicles and motorcycles," said Steve Moretti, vice president of business development and partnerships. "Our site visitors look to us for trusted advice and direction. So when it comes to promoting products such as Insurance, Finance, Extended Warranty, or Vehicle History Reports on kbb.com, instead of promoting numerous partners, which often creates confusion for our site visitors, we strive to identify the best partner for vehicle shoppers and work with them strategically."

Kelley Blue Book's kbb.com assists online vehicle shoppers with various aspects of the new vehicle buying process, including insurance, through its 'Financing and Insurance' channel. Additionally, the company has plans to work with InsWeb to expand the amount of insurance oriented information and tools within its 'Financing and Insurance' channel to assist shoppers in making car-buying and insurance decisions with confidence.

"Often overlooked in the new vehicle buying process is the impact of auto insurance costs, which can vary drastically from car to car and from one insurance provider to another," said Brad Cooper, vice president of marketing at InsWeb.com. "We believe that this exclusive partnership with Kelley Blue Book will not only help consumers find affordable car insurance quickly and easily, but will also enhance the already industry-leading consumer experience that is offered on the kbb.com site."

About InsWeb ([www.insweb.com](http://www.insweb.com))

InsWeb (NASDAQ: INSW) enables consumers to compare multiple, actionable quotes for auto, term life, health, homeowners, renters and condominium insurance offerings from many of the nation's highly rated insurers. The top-rated online insurance marketplace also provides live customer service, interactive tools and independent research. Headquartered in Sacramento, Calif., InsWeb is accessible at [www.insweb.com](http://www.insweb.com).

About Kelley Blue Book ([kbb.com](http://kbb.com))

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in

every three American car buyers performs their research on kbb.com.

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard of Kelley Blue Book, +1-949-268-3049,  
reckard@kbb.com

Web site: <http://www.insweb.com/>

Web site: <http://www.kbb.com/>

---

<https://mediaroom.kbb.com/press-releases?item=105771&mobile=No>