

NOTICE: 06-2022  
DATE: SEPTEMBER 6, 2022

## Notice to All Stakeholders

### Launch of New AIRB Website

#### **Purpose:**

The Automobile Insurance Rate Board (AIRB) is issuing this notice to announce the launch of its new website.

#### **Background:**

Since 2017, the AIRB has seen a steady increase in users visiting our website using mobile devices. In 2022, almost four of every ten visits were conducted with a smartphone or tablet. When the AIRB implemented the previous website design in 2009, we created it with desktop and laptop computers in mind, as the use of mobile devices was in its early days. With more visitors using mobile devices, the AIRB needed to update the website's design, so Albertans and stakeholders can obtain information on automobile insurance on any device.

#### **Announcement:**

Because more Albertans are accessing the internet using mobile devices, the AIRB is adjusting to this reality by redesigning its website. The AIRB wants to ensure all Albertans can easily access information about automobile insurance in the most convenient way possible, and our redesigned website will ensure this. Because websites designed for mobile devices use less bandwidth, Albertans with less connectivity, such as rural and remote areas, will have better access to the new AIRB website. The new website enhances our mandate to educate Albertans and provide them with timely and accurate information about automobile insurance. The redesign will also make it easier for the insurance industry stakeholders to find the information they need to conduct business in Alberta.

#### **Action Required:**

To ensure a smooth transition to our new website, the AIRB asks all automobile insurers to update their bookmarks to the AIRB website, as the website address has changed to <https://albertaairb.ca/>. If you access our website from our previous website address (<https://airb.alberta.ca/>), you will be redirected to the new website.

However, the following three web pages on our website will not be changing their web address:

1. Grid Calculator (<https://airb-applications.alberta.ca/Grid/Calculator>)
2. Approved Automobile Insurance Rate Board Filings ( <https://airbfilings-app.alberta.ca/reportapp/quarterlyRateFilings>)
3. Comparative Rating Tool (<https://airb-applications.alberta.ca/ratingprofiles/>)

Should you have any questions relating to this Notice, contact our office by email: [airb@gov.ab.ca](mailto:airb@gov.ab.ca) or phone: 780-427-5428.

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