

Salty Relaunches as an AI-Native Insurance Provider Built for Households With Car Payments

The tools to build the original Salty vision finally exist. Its founders came back to finish the work.

SALT LAKE CITY, UT, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Salty today relaunched as an intelligent, AI-native insurance provider built for the 76 million American households with car payments. Salty works continuously on the customer's

behalf across the entire insurance journey: finding the right policy, monitoring rates and coverage at every renewal, and advocating when a claim is on the line. Insurance sucks. Salty makes it effortless.



Salty Ai Inc.

“

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*James Hall, Founder & CEO,
Salty*

It's back. Salty isn't a new company. The team built the original Salty in 2019, and it was acquired by CDK Global in 2021 as an accelerator to their business. Operating most recently as Embedded Insurance, the team reacquired the Salty brand this year and rebuilt the business as AI-native from the ground up.

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“Customers buy insurance when they trust the provider they buy it from. It is not just about price. It's about knowledge, expertise, and actions.” Hall said. “Salty stays on the customer's side of the table forever. That is the focus of the company.”

About Salty

Salty is an intelligent, AI-native insurance provider built for households with car payments. Salty continuously works for customers across the entire insurance journey. Salty finds the right policy, monitors rates and coverage, and advocates when a claim is on the line. The premise is simple: insurance sucks, yet everyone needs it. Salty makes it effortless.

[Salty AI Inc.](#) is headquartered in Salt Lake City, UT. All insurance products are offered through Embedded Insurance Agency LLC, a licensed insurance producer and wholly owned subsidiary of Salty AI Inc. Salty AI Inc. is not an insurance company or licensed producer and does not offer, underwrite, or sell insurance products.



James Hall, Founder & CEO, Salty.

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