



## Is Your Pre-Paid Maintenance Customer Seeing the Value in Your Current Offering?

All of the advantages of selling a prepaid maintenance plan disappear, if your customer doesn't see value in the coverage. **Fortunately, value is exactly what our current PPM plans deliver.**

Traditional plans may offer discounted prices on lube, oil and filters, tire rotations and wiper-blade replacement. Today, we have been working with our dealers to customize plans designed to offer added benefits, which carry a higher perceived value, making it easier for them to sell.

If you would like to review your current Pre-Paid Maintenance plan and/or to learn about some additional program options for your dealership(s), call Heather Thibault 800-432-4566 x207.

To Make An Appointment to Meet  
With Us At The:

**Industry  
Summit**  
FOR DEALER PRINCIPALS & SENIOR DEALERSHIP MANAGEMENT

September 8-10, 2014

Paris, Las Vegas

Please Contact Maria Torley: 800-432-4566 x240

# USWC Products in Action

## Our GPS product not only helps find and recover the vehicle... a great story to tell potential customers

On March 14, police in Temple Texas, issued a statewide Amber Alert for a 2-year-old boy who was believed to have been abducted by his father. WFAA Channel 8 reported that after shooting the boy's mother, Vincent Corson, Jr. fled with his son in the victims 2007 Mazda 6 sedan. "Law enforcement officials believe this child to be in grave or immediate danger", the statewide alert said.

Since the vehicle was equipped with a GPS system, authorities were provided with real-time information that revealed the vehicle's exact whereabouts. Within minutes, police were able to locate and apprehend the suspect and rescue the child.

*If you need additional information regarding any of our products, please email us at: [sales@uswarranty.com](mailto:sales@uswarranty.com)*

## Getting Linked

For weekly updates from USWC, make sure to follow both the United States Warranty Corp. Company Page, as well as our specific Showcase Pages.

<https://www.linkedin.com/company/united-states-warranty-company>

# US College Of Automotive Excellence

## Here's What Attendees Are Saying About USCAE...

*"I found the course to be beneficial. It will be helpful in my future role with the dealer group and with USWC."*

*"USCAE was an excellent course. Definitely would recommend it for any new F&I person and/or as a refresher."*

*"The course was extremely relevant to our business that we are planning to send our entire F&I staff to the next few classes. We are also going to speak to USWC about creating our own class to be held at our dealerships, as well."*

## The 5 Day USCAE Training Includes the Following:

- ◆ Three Phases of Selling: Interview Process, Product Sales & Menu Presentation
- ◆ Finance Professionals Role and Responsibility
- ◆ Regulations and Compliance
- ◆ Product Knowledge
- ◆ Objection Handling Tools & Skill
- ◆ Credit Process/Lender Relations

***To Enroll in our Sept. 15-19 USCAE class,  
Please Contact Kelly Levine  
800-432-4566 x 218***



**UNITED STATES WARRANTY CORP.**

**22 NE 22nd Avenue**

**Pompano Beach, FL 33062**

**Toll Free: (800) 432-4566**

**Telephone: (954) 784-9400**