



DEALER SOLUTIONS

UNITED STATES WARRANTY CORP.

Newsletter

April/May 2012

NOW AVAILABLE

New Reporting Tools

We have added *BILLING TRANSACTION HISTORY*, a new reporting feature on our web service to provide a **real time** look at the contracts being entered by USWC.

The report lists the Customer Name, Vehicle year/Make/Model, Last 6 of VIN, Contract #, Effective Date, Cancel Date (if Applicable), Retail (Amount Charged) and Dealer Cost.

This will assist your accounting office in performing random checks and balances throughout the month, rather than waiting for the final billing report at month end.

New Marketing Materials

1. Desk Slicks for the US46 Policy— These 11x17 laminated slicks include:
 - A general listing of components and coverages.
 - A bulleted list of the benefits of a USWC protection plan.
 - A graphic of current repair costs compared to future repair costs.
 - A detailed component/part listing that illustrates the value of Platinum coverage.
2. Desk Slicks for the US45 Policy—New Vehicles Only
3. Desk Slicks for the US45 Policy—Used Vehicles Only
4. Customized Desk Slicks— We are happy to develop customized Desk Slicks with the DOWC/Dealership name and logo.
5. USWC Pocket Folder—A new, sophisticated, more substantial pocket folder supply will be distributed to each sales representative. Each folder will include a variety of product brochures and policies as an example of how the folder should be used.
6. US GAP Slick - 8.5 x 11, laminated slick that mimics the GAP Brochure.
7. USWC Pre-Paid Maintenance Brochure- For use with the US46 and UM Standalone Policies.
8. US Key Savings Comparison—8.5 x 11 slick compares the MSRP's key cost with programming vs. what the customer's cost would be to replace the key.
9. Tire & Wheel Slick—Upon request, we will develop a tire & wheel cost listing showing the savings afforded to the customer should they purchase a plan.

**We will be holding our next
US College of Automotive Excellence
June 11-15, 2012**



Please continue to let your accounts know that this is a viable option.

We've had a great turnout for our last two classes!

For further information, they may contact:

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MAXIMIZING DEALER PROFITS SINCE 1975

Product of the Month

Road Hazard products protect the consumer by replacing the tire and/or wheel from damage caused by blowouts, nails, metal, potholes, glass, cracks, breaks, or any other road hazard.

USWC offers tire-only coverage, tire and wheel, and tire, wheel with rental coverage. Like maintenance plans, road hazard premiums can be included in a DOWC or 634 for increased profitability.

Included Coverage Costs:

Mounting
Balancing
Valve Stem Replacement



Example Road Hazards:

Potholes
Road Surface Cracks or
Breaks
Debris
Nails

To begin participation in the U.S. Warranty Corp. Tire Road Hazard Protection Program simply complete the Retailer Enrollment Form and fax the form to USWC at: **(954) 784-9659**

If you have any training or program-related questions please contact USWC at: **(800) 432-4566 ext. 239**

Industry News

Consumers Using Home Equity to Buy Cars Again- The use of home equity loans to buy new cars is on the rise again according to Bandon, Ore.-based CNW Research. The increase in this form of financing is especially true among long-time homeowners with available equity.

FTC Action Puts Robocallers Out of the Telemarketing Business- The Federal Trade Commission put a robocall operation out of the telemarketing business under a settlement resolving FTC charges that it bombarded consumers with more than two billion calls pitching a variety of products and services including vehicle service contracts.

March auto sales up 6%- Total sales in March are projected to finish at 1,372,400 cars and light trucks, compared with 1,244,009 vehicles in the same month last year, research firms J.D. Power and LMC said.

More than One-Third of Vehicle Owners Plan to Spend a Portion of Tax Refund on Vehicle Repairs- A new survey commissioned by eBay Motors found that more than one-third of vehicle owners anticipating tax refunds will spend a portion of their newly found cash on something related to a car, truck, or motorcycle, and the parts to repair and maintain them.

Car loans top consumers' payment lists- Consumers juggling debt are making their car payments even if they're skipping mortgage or credit card payments, recent data show. That's an important distinction for dealers and F&I managers who've said they want auto lenders to judge potential borrowers primarily on their history of car-loan payments instead of their entire credit history.

For Information On Our Products And Services

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