

# Vehicle Protection Plan

Important Information about  
Our New Franchise Protection



## The Only Thing Simple About Today's Vehicles Is Our New Protection Plan.

Today's advanced new-car technology is astonishing. Software, communications, media, safety and monitoring systems are just some of today's sophisticated innovations, not to mention the growth of alternative drive systems (hybrids, stop/start, hydrogen, etc.). And the industry is on the brink of even more revolutionary advances – self-driving vehicles.

## CHALLENGES IN THE INDUSTRY

Combine all these advancements with a rapidly changing regulatory and compliance environment, and today's F&I operations face a bigger challenge than ever before. That is why Protective Asset Protection, the provider you have come to trust and respect, has developed a simple and innovative new Vehicle Protection Plan to meet the needs of today and tomorrow.

**“The car is already the  
third fastest growing  
technological device after  
phones and tablets.”**

– 2013 Intel Industry Report

REPAIR  
COSTS  
UP 10%

## High-Tech Also Means High-Ticket Repairs

Along with ever-advancing technology comes a considerable uptick in parts and labor costs. In fact, car repair costs were up 10% in 2012 after a nearly six-year trend of decreased repair costs. This trend will continue—exponentially. More than ever car buyers need to feel they are protecting their vehicle investment. Consumers and dealers alike are ready for a new service contract solution that provides exceptional coverage with flexibility.

**“The market for advanced driver assistance systems is expected to triple between 2010 and 2020.”**

— Kelly Blue Book Research



## Introducing our New Vehicle Protection Plan

Dealerships that carry our new Vehicle Protection Plan Program will be offering customers an innovative product that aligns with today's technologically advanced vehicles and an increasing need for reliable protection.

The new Plan combines the best features of our existing products into a new service contract with flexibility, reliability and numerous enhancements.

50 YEARS OF  
RELIABILITY

When your dealership signs up for Protective's Vehicle Protection Plan you are getting more than a new service contract. The new Plan is backed by an industry leader with over 50 years of serving the needs of dealerships. This reliability is combined with training, technology and hands-on service that delivers an F&I solution designed to increase profits and customer satisfaction.

HANDS-ON  
SUPPORT

## Coverage Levels

Our new Vehicle Protection Plan is attractive to more customers because it has four coverage levels plus a Wrap option that better meets the needs of today's vehicles and consumers. The additional benefits have been designed to help close the sale with the increasingly savvy car buyer.

## ACCELERATED PROFITABILITY

### POWERTRAIN

- Engine
- Transmission
- Front & rear-wheel drive train
- Fluids, filters & lubricants (with covered repair)
- Seals & gaskets
- Hybrid components:  
Hybrid electric motor assembly, electronic transmission, transaxle assembly, electric traction-drive motor assembly

### ENHANCED

- Engine
- Transmission
- Front & rear-wheel drive train
- Fluids, filters & lubricants (with covered repair)
- Seals & gaskets
- Electrical
- Fuel
- Heating & cooling
- Air conditioning
- Brakes
- Hybrid components:  
Hybrid electric motor assembly, electronic transmission, transaxle assembly, electric traction-drive motor assembly, nickel & lithium-ion drive batteries, one battery replacement

### PREMIUM

- Engine
- Transmission
- Front & rear-wheel drive train
- Fluids, filters & lubricants (with covered repair)
- Seals & gaskets
- Electrical
- Fuel
- Heating & cooling
- Air conditioning
- Brakes
- Suspension & steering
- Electronics
- High-tech package
- Hybrid components:  
Hybrid electric motor assembly, electronic transmission, transaxle assembly, electric traction-drive motor assembly, nickel & lithium-ion drive batteries, one battery replacement, converters

### COMPLETE

Provides our most extensive coverage on new and pre-owned vehicles

COVERAGE EXTENDS TO ANY PART EXPERIENCING A MECHANICAL BREAKDOWN EXCEPT FOR THOSE PARTS LISTED AS EXCLUDED UNDER THE SERVICE CONTRACT.

## Wrap Coverage

Factory and/or dealer powertrain warranties are limited to major components. Our Wrap Coverage protects most of the components that a dealer/factory warranty does not, subject to specified exclusions. A complete list of exclusions appears in the contract. Since the factory and/or dealer powertrain warranty covers the powertrain portion of the vehicle, during the term of the Wrap Coverage the following component groups are not covered:

- Engine
- Transmission
- Transfer Case
- Drive Axle

## Optional Coverage

We offer additional coverage for:

- Business Use
- Conversion Units (includes base units for electronic audio, video and gaming equipment)
- Air Conditioning (for Powertrain Coverage only)
- Mobility Equipment (chair lift motors and assemblies, electric/hydraulic ramp controls and assemblies, adjustable seating mechanisms, adjustable pedal and steering control mechanisms, hoist and swing-arm mechanisms)
- Snow Plow

## Additional Benefits

The Protective Vehicle Protection plan includes additional benefits for your customers including:

### 24-HOUR ROADSIDE ASSISTANCE

Up to \$175 of coverage per incident for emergency roadside assistance is available for the following:

- Towing
- Flat tire replacement
- Fuel, water or other fluid delivery (excluding the cost of fluids)
- Lock-out assistance
- Jump start

### RENTAL VEHICLE COVERAGE

Customers receive reimbursement for up to \$50 per day for up to \$300 for a rental vehicle while their vehicle is undergoing a covered repair.

### TRIP INTERRUPTION

We reimburse customers for meals and lodging expenses for up to \$175 per day for a maximum of 3 days when their vehicle is undergoing a covered repair occurring more than 100 miles from their home address and the repair facility keeps the vehicle overnight.

## Vehicle Plans

The new protection plan program includes additional or expanded vehicle eligibility for OEM-authorized certified pre-owned (CPO) vehicles and older vehicles still covered by a manufacturer's extended powertrain warranty. The Wrap Coverage within the new program can be written for terms extending beyond the remainder of the underlying extended powertrain warranty. These new features are designed to give dealers the tools needed to tailor service contract offerings to every customer's needs.

## Rate Plan

Our all-new rate plan was developed by our actuarial team and was designed using sophisticated modeling techniques and aggregated historical loss data from several of our existing auto VSC programs. The resulting rate plan features several enhancements, which do a better job of matching rate to risk than any plan we have ever offered.

## Reliability, Deliverability, Availability, Profitability

Our new Vehicle Protection Plan comes with a 50-year heritage of reliability for delivering peace of mind and coverage dealers and consumers need. Further, our new plan drives profitability, because it offers customers exactly what they need in today's technology-enhanced world.

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## Sell More, Earn More and Simplify Each Transaction

For More Information: Contact Your Protective Asset Protection Representative

OR

Call: **888 326 2551** Email: [newprograms@protective.com](mailto:newprograms@protective.com)

