



AUTOGUARD
WARRANTIES

Become an
Autoguard Dealer Partner



5

PROSPECT
HOUSE

Autoguard Head Office

— Camberley —

AUTOGUARD WARRANTIES

WELCOME

Using our extensive experience of over 35 years in this competitive sector of the Motor Industry, we are able to provide to our customers, both in the UK and overseas markets, a bespoke product, individually tailored to your specific requirements.

We understand that the services we offer must integrate with your existing processes, and as a company, we adopt a hands on and flexible approach to developing our partnerships with you, our customers.

MULTI-AWARD WINNING PROVIDERS



OUR CEO

ROBERT DOCKERILL

CEO

Our CEO Robert Dockerill has over 20 years' experience in the warranty industry. After gaining experience in sales, claims and administration within the insurance market, he moved to a blue-chip IT provider selling to international, multimillion pound companies.

Integrating all he has learnt, Rob has set up and run a large book of international businesses, including Autoguard Warranties Ltd, that was reformed back in 2008, and the formation of Autoguard Group in 2021.



SIX REASONS TO

REASON ONE

CLAIMS PAID THE SAME DAY

No quibbles, no fuss, no waiting! All Dealer Partners that pay via direct debit will have their claims paid the same day.

REASON TWO

DEDICATED AREA SALES MANAGER

You'll have a dedicated Area Sales Manager LOCAL to you. Their experience shines within the automotive industry and they understand what's important to the dealer. They will be who you call if you have questions about dealer processes, vehicle repairs, industry advice or if you just fancy a chat.

REASON THREE

BESPOKE & FLEXIBLE COVER

Protect your customers from unexpected mechanical and electrical repairs with an Multi-Award-Winning Cover from Autoguard. We offer bespoke added value products to motor dealers and peace of mind for your customers.

JOIN **AUTOGUARD**

REASON **FOUR**

STATE OF THE ART DEALER PORTAL

This is your one stop shop when it comes to keeping track of your sales, targets and updates on your customers ongoing claims. We are constantly updating the portal behind the scenes to make sure it's running as smooth as possible with everything you need.

REASON **FIVE**

SENTIENCE PARTNERSHIP

As a part of Autoguard Group, our dealer network can work with Sentience Automotive Solutions to substantially increase your profit. Widely recognised as the best business improvement consultancy in the automotive industry.

REASON **SIX**

THE AUTOGUARD APP

The Autoguard App takes care of your customers post sale. It allows them to manage and monitor their Autoguard vehicle contracts and GAP insurance policies with the greatest of ease. Read on to find out the features included!



CLAIMS PAID THE SAME DAY

All dealers that pay via direct debit will have their approved claims paid the same day (within 24 hours).

**In 2022, we paid out
over **£6.6 million**
on claims.**

AREA SALES MANAGERS

Having a dedicated Area Sales Manager means one thing for you – **clarity**.

You will have a warranty specialist to answer any and all questions, all while being a friendly face to your dealership.

Why an Area Sales Manager is a major benefit for you:

- Based locally and available physically
- Ongoing training and support
- Development of your account
- Turning a problem centre into a profit centre
- System support
- Industry knowledge and updates

**SPEAK WITH YOUR
LOCAL ASM TODAY**





BESPOKE & FLEXIBLE COVER

We know that every dealer is different, so why would we offer the same cover to everyone?

Autoguard Warranties creates bespoke plans to fit each dealership like a glove. We protect your customers, to protect you. Take a look at the opposite page to compare our cover levels.



**MULTIMEDIA
SYSTEM**



**AIR CON
SYSTEM**



**EV
SYSTEM**



**DIAGNOSTICS
COVERED**

MAIN DEALER

PACKAGE AVAILABLE

FLEXIBLE RANGE OF

CLAIM LIMITS

TAILORED COVER

AVAILABLE

PLATINUM

WITH ROADSIDE
ASSISTANCE

PREMIUM

WITH ROADSIDE
ASSISTANCE

PREMIUM

SELECT

Roadside Assistance	MECHANICAL COMPONENTS	✓	✓	✓	
	ELECTRICAL COMPONENTS	✓	✓	✓	Listed
	ENGINE	✓	✓	✓	✓
	TURBO	✓	✓	✓	-
	GEARBOX	✓	✓	✓	✓
	E.C.U	✓	✓	✓	Engine Only
	BATTERY	✓	-	-	-
	EGR VALVES / DPF	✓	✓	Optional	-
	CATALYTIC CONVERTER	✓	✓	-	-
	STEERING & SUSPENSION	✓	✓	✓	✓
	ENGINE COOLING SYSTEM	✓	✓	✓	✓
	ABS & BRAKING SYSTEM	✓	✓	✓	✓
	ELECTRICAL SYSTEM	✓	✓	✓	✓
	TRANSMISSION / DRIVETRAIN	✓	✓	✓	✓
	AIR CONDITIONING	✓	✓	✓	-
	MULTIMEDIA INTERFACES	✓	✓	✓	-
	DIAGNOSTICS	up to £150	up to £100	up to £65	up to £65
	TRANSFERABLE	✓	✓	✓	✓
	CONTINENTAL USE	✓	✓	✓	✓
	HYBRID/EV BATTERY	✓	✓	✓	-
	EV SYSTEMS	✓	✓	✓	-
	EUROPEAN RECOVERY	✓	-	-	-
	UK RECOVERY	✓	✓	-	-
	HOMESTART	✓	✓	-	-
	MISFUELLING	✓	✓	-	-
	KEY PROTECTION	✓	✓	-	-

Other cover also available for
Motorcycles, Electric Vehicles,
Caravans, Motorhomes & HGV's.

DISCOVER THE FULL EXTENT OF COVER AT
WWW.AUTOGUARDWARRANTIES.COM/PRODUCTS



DEALER PORTAL

This is your one stop shop when it comes to keeping track of your sales, targets and full visibility of your claims.

We are constantly updating the portal behind the scenes to make sure it's running as smooth as possible.

- Secure individual login
- Personal Dashboard
- Register new policies and contracts
- Customer Documentation download & email
- Updates on ongoing customer claims
- Full price list overview for every product you're signed up for
- Overview on outstanding invoices
- Constant updates providing more tools and resources at your disposal.

SENTIENCE AUTOMOTIVE SOLUTIONS



Widely recognised as the best
business improvement consultancy
in the automotive industry.

[Sentience Automotive Solutions](#) work with motor dealers such as Audi, BMW, Emerald House of Cars, Martins Volkswagen, LMC Citroen, Lookers, Kia and Renault dealerships.

As a Dealer Partner, you can redeem a complimentary initial consultation
by enquiring today on: enquiries@sentienceas.com

- How to improve your sales process
- Ways you can increase your financial product penetration
- Tried and tested methods to optimise your stock turn
- How to increase your sales and decrease your costs by selling more vehicle warranties
- Successful ways to managing your costs
- Complimentary advice from a leading industry consultancy

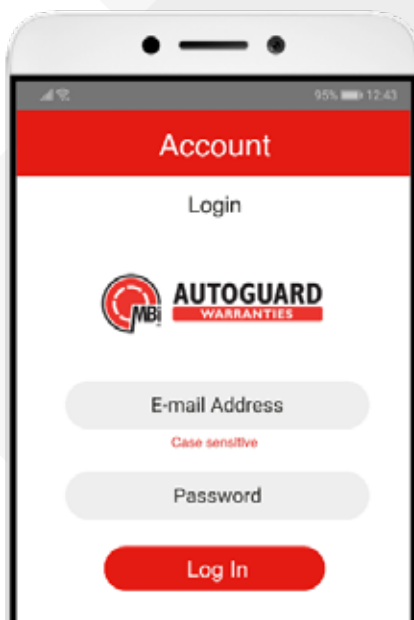


THE AUTOGUARD APP

We are passionate about supporting our dealerships and customers.

It's no secret that our phones are becoming digital filing cabinets where we keep all of our data and things we need at an instant.

We've invested in bringing your customers the ability to see all of their contract details and documents (including booklets) with the touch of a button. This gives you less time worrying about if your customer has all the correct documents, booklets or even phone numbers they need and more time to focus on driving your business forwards.



- Roadside assistance & recovery hotline.
- Live updates of their contract(s) and policies with Autoguard
- Expiry notification
- Claims hotline
- Customer Services hotline
- Map with location and approved vehicle repair centres near them
- Useful customer guides and advice



THERE'S MORE

THE CLAIMS TEAM

Claims can be submitted via phone or through our website. All claims are directed to and dealt with by our dedicated claim team, based at our Head Office in Camberley. Every one of our claims advisors are fully trained and qualified technicians which means each claim is assessed with expertise and professionalism. With their experience and knowledge they are able to provide solutions for any motorist in need.



NATIONAL REPAIR NETWORK

We have a national repair network account with 1000's of repair centres including 1Linkwho work with us resulting in unrivalled claim settlements and rapid payment. **Have your own workshop?** Join us to become part of our network and streamline any warranty repairs that come your way.

TIME FOR THE MERCHANDISE

When you sign up with us one of our members of the marketing on-boarding team will be in touch with you to see how we can support you in setting up.

We will provide you with all Point-of-Sale materials for FREE, which includes:

As well as a full Dealer Website pack which gives you all the wording and images you need to display your offerings online.

- Wind Sale Flags
- Sun Visor Price Display Boards
- Windscreen Sashes
- Leaflets
- Booklets
- Pyramid Toppers

- Product Descriptions
- Images
- Banners
- Booklet PDFs
- Useful Links
- Layout Guidance

MONTHLY INSTALMENTS WITH BUMPER

Autoguard Warranties have partnered with Bumper to make life easier for our Dealer Partners and customers. Our dealer network can extend their customers' peace of mind through extended warranties with the option of flexible PayLater instalment plans, whilst simultaneously increasing their profit, with a multi-award-winning partner.

Autoguard will provide customers with the more choice of longer coverage periods and offer extended peace of mind. In line with the industry-wide implementation of the Consumer Duty, Autoguard is proud to offer increased flexibility and an expanded range of options.

We have integrated Bumper into our WarrantyLogix system for a streamlined user experience. In just three clicks Dealer Partners can register a service contract and finance agreement.

With access to a bespoke reporting system they can seamlessly track purchased contracts alongside the direct profit generated by them. It has never been easier to upsell aftersales products and make more money.



**Spread the cost.
Interest-free.**

BUMPER

SMART REPAIR

[Smart Repair](#) helps maintain your customers' vehicles condition and subsequent value.

Customers can repair their vehicle from small dents, scratches, bumper scrapes and damaged alloys.

Before

After



**CHIPS AND
SCUFFS**



**DENT
REMOVAL**



**ALLOY
WHEELS**

1. Your customer buys Smart Repair Service with their new or used car
2. A few months later they accidentally scrape their alloy on a kerb
3. Customer calls us letting us know there is damage to the vehicle before getting it repaired, together with submitting clear images of the damages
4. Upon approval, we will put them in touch with our repair team for a suitable time slot for them to come out and repair the damage
5. We settle the costs of the repair

ONE STOP SHOP

While warranty is at our core, we are dedicated to provide our dealers with everything they need to maximise their profits as well as providing leading after sales care to their customers. Take a look at some of the other products we also provide.

GAP Insurance

Autoguard GAP Insurance ensures that your customers are covered for financial loss in the event of their vehicle being declared a total write off. By selling Autoguard GAP Insurance, you can increase your profit margin for each vehicle sold while also improving your customers financial ability to buy a replacement vehicle.

Specialist Cover

Autoguard Warranties offers a range of specialised coverage options, tailored to meet the unique needs of diverse vehicle owners. From timeless classic cars to innovative electric vehicles. We ensure that customers receive comprehensive plans to align with the demands of their vehicles

Smart Repair

Add value to your product range by offering Autoguard Smart Repair. This much-appreciated insurance policy covers the vehicle owner from the cost of repairing minor accidental damage made to the vehicle's exterior.

- Alloy wheels
- Paint chips
- Dents
- Scratches & Scuffs

Tyre Insurance

Maximise your potential earnings by offering Autoguard Tyre insurance. This add-on insurance policy covers accidental damage to the insured vehicle's tyres.

- Punctures
- Kerb damage
- Pot hole damage

MOT Cover

Give your customers peace of mind by providing our MOT Cover. A listed component cover for the most common causes of MOT failure.

Find out more about becoming an Autoguard Dealer Partner:

[CLICK HERE](#)



Many of our Dealer Partners have been with us for over 10 years - which is a testament to our partnership and consistently high levels of service to our dealer network.



50,000+

inbound calls
taken by us
instead of dealers
every year



25+

Area Sales Managers in
the field nationwide and
growing...



Flexible

levels of cover for
your specific needs



1 Day

claim payments.

OUR DEALERS

- “ Autoguard have always looked after our customers and make the experience as easy as possible. They pay and arrange for the work to be completed very quickly. Our account manager comes in regularly and even came in on a Saturday and helped out when we were short staffed. Overall, we are very happy with Autoguard. ”
- “ We have partnered with Autoguard Warranties for 10 years and put warranties on all our vehicles and would never change our working relationship with them. We have always received the best service from our Area Sales Manager and the team at head office. I thoroughly recommend them. Keep up the good work Autoguard! ”
- “ After countless warranty companies used in the 28 years we have been trading who promised the earth but delivered very little we have finally found in Autoguard a warranty company who try their very best to help in any situation. Would highly recommend this company to any other dealer looking for a fair and honest warranty company. ”
- “ I have dealt with many different warranty companies over my 40 years in business and have found Autoguard Warranties to be the best one yet for assistance both for myself as a dealer and for my customers. I would thoroughly recommend them to other dealers and to my customers. ”

OUR DEALERS CUSTOMERS

- “ I am so pleased that I have an Autoguard policy. My van needed a new AdBlue tank which was costly! Autoguard were great and dealt with my claim quickly and efficiently and the claim was paid within 5 days. I feel so assured having cover with Autoguard. ”
- “ Autoguard were truly excellent, which really surprised me! I could think of a dozen ways I wouldn't see any money due to warranty small print, but in fact Autoguard went out of their way to help me and pay out! The staff were responsive and I felt like they were on my side. I would certainly choose them if I were a car dealer and looking to add a warranty to a car. ”
- “ I have made two claims on the warranty and have had no quibbles over the claims. I notified Autoguard that I would probably be making a claim and they dealt directly with the garage and settled the claim with them. All I did was deliver the car and collect it after the repair. Brilliant service and I would not hesitate to recommend Autoguard to anybody. ”
- “ Very easy process when I had to take my car in for diagnostics and repairs. When I spoke to Autoguard they explained what I needed to do. I took my car into my chosen garage, all sorted with no issues at all. I would definitely recommend Autoguard Warranties. ”



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[@AutoguardUk](#)

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