

Autoguard Warranties Limited Newsletter

February 2017



2016 at a glance



52,500 +
calls received

98%
of calls answered within 20
seconds



£300,000 +
paid out for claims
per month

Fast 14 day
average payment term



**0% credit facility
increases dealer's sale
opportunities.**

The start of 2017 saw the launch of our new partnership with Premium Credit, the No.1 insurance premium finance company in the UK and Ireland.

Our interest free credit instalment plan allows customers to spread the payment for their warranty at no additional charge, splitting the cost over 10 convenient monthly instalments. Not only eliminating the lump sum costs which could normally prevent customers from purchasing complete protection, but also enabling the online signing of agreements and the flexibility to select convenient payment dates to suit the customer. If you would like to help your customers leave your forecourt with complete peace of mind, then contact your area manager who will be happy to help.

Fleetband HGV takeover, first year success.

Fleetband HGV cover is going from strength to strength after being taken over as a division of Autoguard at the beginning of 2016.

Specialising in vehicles over 3.5 tonnes, the Fleetband products have been keeping vehicles on the road across the country and continues to expand throughout UK truck dealerships. The company, originally founded 20 years ago was acquired following the original owner's retirement and has since been given a fresh uplift with new online systems, tailor made products and updated point of sale material. 2017 will also see the introduction of a new Fleetband product designed specifically for coaches, and is already covering vehicles owned by Spanish coach constructors AYATS whose vehicles are used throughout Europe.



FLEETBAND

A DIVISION OF
AUTOGUARD WARRANTIES

WHAT'S INCLUDED IN MY WARRANTY?

- DRIVELINE
- SUPREME
- PREMIER

Includes Parts, Labour and VAT

- National Repair Network
- 3 Month to 3 Year options available
- Fast Payment of Claims
- Comprehensive Parts Cover
- Recovery*
- Straight Forward Claims Process

Please visit our website for more information
www.autoguardwarranties.com

*Please see your warranty booklet for terms, conditions and full details of parts covered.

Interested in boosting your profitability through GAP?

For those customers who are purchasing a vehicle on finance it is essential to know that they are protected in the event of a total loss. With the security of our Combination GAP insurance your customers can feel safe in knowing that, if the worst happens they will not be left out of pocket. As an FCA approved firm, or an Appointed Representative of Autoguard you can have the chance to increase

your revenue whilst also offering your customers an additional safeguard. To find out more about how we can support you in becoming an AR of Autoguard, free of charge, please speak to your area manager.



FCA

Autoguard Warranties Ltd. is authorised and regulated by the Financial Conduct Authority Reference number 500640



AUTOGUARD IN THE NEWS

For the last 6 months we have been running an intense marketing campaign with both Autoguard and Fleetband featuring in publications such as Motor Trader, AM, Car Dealer, FACTS and Trucking Magazine.

Regular blogs and articles have also been released both in print and online. Please ask your area manager if you wish to see our portfolio.

Why our combined products are a must have for your customers.



40% of all contracts sold in 2016 included built in recovery as standard.

Since first partnering up with AXA, one of the world leaders in assistance just over 2 years ago, we have seen a steady rise for demand in combined products. Warranties taken out including AXA in 2016 more than doubled the amount sold in 2015. But it is not only our top end Platinum product that enjoys full European cover as standard, the option for UK/European cover has also been introduced to Caravan & Motorhome cover, Premium for cars and has just been released for Motorcycle owners. With roadside assistance, nationwide recovery and homestart in the UK included why would your customers want anything less? If you would like to find out how you can cover your customers for every eventuality, please contact your area manager.



Portsmouth Football Club sponsorship continuing into 2017.

Those of you who are Portsmouth FC fans may have noticed our adverts on the big screen during match days. Our sponsorship of the league two football club, will continue into



2017. Look out for our banner in the monthly e-shots and branded team minibuses. P.U.P! We are also proud sponsors of our local Camberley Town Youth FC.

We were delighted to attend the Used Car Dealer Awards on November 28th where our CEO, Robert Dockerill presented the Lifetime Achievement Award to Colin McNab, Charles Hurst Group.



**AUTOGUARD
WARRANTIES
PLATINUM**

**BECOME AN
APPROVED DEALER
TODAY**

- *Dedicated claims adviser*
- *Priority claims payment*
- *Bespoke Platinum point of sale material*



Annual Sales Conference 2016...

In December the office and sales team gathered at the Aviator Hotel, Farnborough for the annual conference and christmas party. We've spared you the photographs from the end of the night but here's one of everyone whilst they could still stand.

Motorcycle / HGV / Coach / Van / Car / Motorhome / Caravan