



AM readers recommend their top suppliers

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted this year are auctions and remarketing, warranty, service plans, finance, GAP insurance, classified/car listings and paint protection.

The warranty sector saw Car Care Plan recommended by AM readers.

AM DEALER RECOMMENDED





Offering dealers a complete warranty solution

Car Care Plan's range of tailored products can help your dealerships to boost revenue streams and customer retention

Car Care Plan was one of the original pioneers of UK vehicle warranty when it was founded in 1976. Now in its 41st year of business, the company has garnered a tremendous amount of knowledge and experience, which forms the foundation upon which its success is built. Car Care Plan has enjoyed fantastic growth over the 40 years, adapting efficiently and effectively to a changing regulatory environment and also enduring the noughties recession.

Car Care Plan provides a range of award-winning vehicle warranty and asset protection products to more than 500,000 motorists in more than 50 countries worldwide. We work closely with the industry's leading manufacturers and dealerships to develop fresh and exciting bespoke products to meet the demands of the market.

Car Care Plan adopts a straightforward and hassle-free philosophy towards business, focusing on total dedication to our customers and their satisfaction. It is this simple yet effective philosophy towards business that has seen us experience significant success and growth. We pride ourselves on providing motorists with peace of mind and ensuring any issues they experience with their vehicles are efficiently and reliably resolved.

The people

Complementing the company's vast experience in the marketplace is the hub of all its knowledge – a team of more than 400 employees based across 26 countries and operating from five offices worldwide. There is a vast array of in-house knowledge, with each team member a specialist in their own discipline. With a comprehensive range of in-house skills – including business development, marketing, compliance and operational services, to name a few – Car Care Plan can offer a complete solution towards warranty and add-

on insurance products, meaning our customers can focus on selling and leave the rest to us.

Developing your business

Boasting a team of 75 employees, Car Care Plan's business development team are strategically placed throughout the UK to offer complete coverage to our clients. With a vast amount of industry experience, the team develop a specific understanding of each client's unique situation and challenges, developing unique plans to meet these individual needs.

Helping you to retain customers

Car Care Plan's experienced in-house marketing department offers a range of bespoke, client-branded campaigns, which are proven to help partners establish long-lasting customer relationships, boost retention rates and increase profits.

Running the operation smoothly

Car Care Plan's operational team boasts in-depth knowledge about the industry, products and retailer operations. Our team of 130 vastly experienced agents are able to adapt their style based on whether they are having a technical discussion with a repairer or using layman's terms with a customer.

“Car Care Plan's bespoke campaigns are proven to help establish long-lasting customer relationships, boost retention rates and increase profits”



Helping you understand compliance

With more than 30 years' experience of working within the financial services industry, our in-house compliance team blends practical understanding of commercial realities with knowledge of regulatory requirements, creating workable, easy-to-understand solutions to suit the ever-changing regulatory landscape.

Offering an efficient approach to underwriting

An in-house underwriting division allows us to develop efficient and lasting relationships with clients, fundamentally built on the understanding of their changing needs of customers. This provides an open, transparent and successful approach to business, evident

through the long-lasting relationships we hold with our clients.

The secret to success

The variety of skills and disciplines within the Car Care Plan team, alongside the tailor-made suite of products they offer, allow the company to offer its clients a complete end-to-end solution towards vehicle warranty and asset protection.

Through this, dealers are able to establish a long-lasting, successful and profitable relationship with their customers.

The products

Underpinning the business development team's vast knowledge and experience is a range of award-winning products and support services.

Car Care Plan is the UK's leading provider of warranty, asset protection, cosmetic repair insurance, alloy wheel repair insurance, tyre insurance, roadside assistance and MOT test programmes, which it uses to boost its clients' revenue streams and increase customer retention.

Our aim is to provide fresh and exciting bespoke products and services to our clients globally to help open new revenue streams, open up new routes to market, improve overall customer experience and increase clients' retention rates. The quality of our aftersales motoring programmes, combined with a focus on customer care and satisfaction, has seen the company grow substantially and we are now the partner of choice for many of the

industry's leading manufacturers and dealerships. We provide products suited to both FCA and non-FCA authorised dealers. Our registrations and claims system is one of the most streamlined, reliable and hassle-free services available in the industry and we offer an extensive range of tailored services and training programmes to maintain the standards and satisfaction of our clients and their customer base. Through a combination of our products and services, we are able to offer dealerships and manufacturers a complete end-to-end solution in vehicle warranty and asset protection.

All of the above means Car Care Plan is able to bring a full-service warranty and ancillary products solution to your business, all under one roof. The company has the scalability, structure and capability to work with dealers and manufacturers of all shapes and sizes.

Car Care Plan's extensive product range is also complemented by its tried and tested dealer development programmes. Tapping into the business development team's industry expertise and understanding of their individual clients allows Car Care Plan to deliver a development programme that is completely tailored to the client's specific requirements.

Car Care Plan can provide you with a strategic development plan that goes hand-in-hand with the long-term vision of your business – increasing revenue streams, boosting customer retention and developing an all-round excellent customer experience.

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Car Care Plan

An AmTrust Financial Company

Drive more business

Collaborate with us to shift your sales up a gear. As experts in warranty and asset protection programmes, **Car Care Plan** know how to drive sales in the automotive market.



For products that lead to bigger deals, visit
www.carcareplan.com


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