

# Trust us to deliver the cover customers seek

Car Care Plan's business culture is built on doing the right thing for clients and their customers. Some clients have been with us for more than 20 years

**Q** What challenges do car retailers and manufacturers face in their relationships with their automotive suppliers as a result of the COVID-19 pandemic and how has Car Care Plan helped to mitigate/overcome them?

**A** Car Care Plan expedited our planned updated dealer and OEM support functionality as soon it was clear that car-buying behaviours were to be drastically affected due to the pandemic. We adapted our training and support processes with our strategic business partners to ensure value-added product sales reductions were mitigated as much as possible.

Training and support levels were amended to be conducted remotely, without compromising the effectiveness of our development structure.

Additional remote sales aids and core product presentation assistance was provided immediately to suit the 'remote' vehicle buying habits that were enforced throughout the industry.

**Q** Many commentators have said that COVID-19 has sped-up a shift in certain customer behaviours and market trends. How has Car Care Plan adapted its offering in response?

**A** Within Car Care Plan we have had the facility to fund several of our products via monthly payments for many years.

As the 'subscription generation' has an increasing market share within the value-added product market, we have embraced this change and now have a monthly subscription platform that can be bespoke to our partners, their customers needs, and the changes in buying habits.

We can now include a prepayment warranty solution within our service plan proposition, or leave it as a standalone. We continue to develop further subscription models, such as monthly renewable products, through innovation and product development.

**Q** How do Car Care Plan's products and the level of service offered to clients differentiate it from its key market competitors? What makes it a supplier of choice?

**A** For more than 40 years, Car Care Plan's goal has been to be the best in the market in the supply, delivery and development of its chosen products.

These objectives are shared by every one of our colleagues and the rationale is for a consistent and continuous presence in the GAP and warranty sectors throughout those products' developments.

Becoming the biggest in the sector has been a by-product of our desire and passion to be the best.

As we have improved our products, the market has followed us. By shaping products around our partners' needs rather than Car Care Plan's capabilities, new relationships have been won and retained.

By remaining within the market as fortunes have changed, Car Care Plan has been able to evolve and develop products to better meet the demands of manufacturers, of retailers and of consumers.

## COMPANY PROFILE

### Key products and services:

Core product range of Warranty, Asset Protection, Cosmetic Insurance, Alloy Wheel Insurance and Tyre Insurance

**Founded:** 1976

**Based:** Our Head Office in the UK is based in Thornbury, West Yorkshire; however, we provide services in over 70 countries worldwide managed through 5 offices across the globe

**Visit:** [www.carcareplan.com](http://www.carcareplan.com)

**Telephone:** 0344 573 8000



**Q** How has the company transitioned and grown from its formation in 1976 to where it is now?

**A** Car Care Plan was founded in 1976 providing warranty products to the automotive market. In the 45 years since it was founded, the company has gone from strength to strength to become one of Europe's leading providers of vehicle warranty and motor-related add-on products.

Today, the company registers more than 1.2 million products annually, with active policies in 70-plus countries worldwide managed through five strategically-based offices around the globe.

Our in-house insurer carries an A-rating from credit rating agency AM Best, with further backing from our fellow A-AM Best rated parent company AmTrust.

Car Care Plan has built relationships with more than 20 major manufacturers and in excess of 2,000 group and independent retailers.

Alongside this, the company has significantly expanded its product range, offering a core product range of Warranty, Asset Protection, Cosmetic Insurance, Alloy Wheel Insurance and Tyre Insurance.

There are also complimentary additions including MOT Test Cover, Roadside Assistance and Service Plans.

Each of the company's insurance products carries an impressive five-star default rating.

**Q** Which car retail businesses does Car Care Plan count among its largest clients and do you have any testimonial comments to share?

**A** Car Care Plan is a dependable provider, with some of the UK's top retailer groups and more than 2,000 independent retailers trusting Car Care Plan to deliver quality products. Car Care Plan works globally with a significant number of major motor manufacturers. Programmes have been developed to

cover the market and the constant striving to create leading products and services sees customers, retailers and manufacturers are satisfied.

**Q** The aftersales sector is poised for a boom in the second-half of 2021 following the DVSA's MOT extensions. How can car retailers change that challenge into an opportunity with the help of Car Care Plan?

**A** We work with many dealer groups, large and small, and our OEM

partners, to identify opportunities during the changing market behaviours that have been expedited, or altered, because of COVID-19, and the restrictions it forced upon us.

By identifying opportunities based on the potential aftersales boom, with increased customer touchpoints and ensuring we are an essential part of our partners processes, we can work alongside clients to ensure opportunity is identified and utilised, to the benefit of our partners and their customers.

**BECOMING THE BIGGEST IN THE SECTOR HAS BEEN A BY-PRODUCT OF OUR DESIRE AND PASSION TO BE THE BEST**

JOHN SALEH, CAR CARE PLAN

