



Car Care Plan Celebrates Triple AM Dealer Recommended Awards

Automotive Management readers have once again chosen Car Care Plan as Dealer Recommended for Warranty – with 2026 being their 16th consecutive year holding the title. The company has also been named AM Dealer Recommended for both Service Plans and Cosmetic Repair Insurance, reflecting the outstanding customer service and high-quality offering across their product range.

Having held the warranty title since 2010, Car Care Plan continues to be the preferred partner for many of the automotive industry's leading manufacturers and retailers. They register over half a million Warranty policies every year, covering drivers in over 100 countries worldwide, and paying out in excess of £150 million in claims annually. Founded in 1976, Car Care Plan's 50 year history has proved testament to the company's high-quality provision, dependability, high customer satisfaction rates, and successful motoring.

That is reflected in the additional two AM Dealer Recommended titles Car Care Plan has picked up this year, for Service Plans and Cosmetic Repair Insurance. Their comprehensive coverage, clear terms and conditions, flexible offering and payment options, nationwide network of certified service centres and repairers, first-rate customer support and claims processes, proven

track record and reputation as a dependable provider, all helped the company pick up the awards.

The Industry's Trusted Aftersales Partner

Car Care Plan now works with over 30 major vehicle manufacturers and more than 2,500 retailers and their extensive customer base has helped them build extensive historical data on UK car stocks across all franchises, with access to claims information on virtually every make and model available.

They provide an end-to-end service that makes offering vehicle aftercare solutions straightforward for their manufacturer and retailer partners. By handling the entire process in-house – from underwriting to administration, marketing to sales, claims to renewals – they are able to continually innovate to meet the ever-changing needs of the market. For example, they were among the first to introduce a specific hybrid and electric vehicle (EV) section into their standard Warranty wording.

Aftersales Innovation for Today's Market

With hybrids and EVs now making up a significant proportion of new car sales, Car Care Plan conducted extensive research and collaborated with their partners and end customers to ensure their Warranty wording covers the widest range of vehicles. And this is the same for their Service Plan and Cosmetic Repair Insurance solutions, as they seek



to ensure the products offer the highest value and utility possible for drivers.

That provision is not hidden behind obscure small print and complicated legal jargon. Car Care Plan holds the Plain English Society's Crystal Mark for clarity to consumers for their Warranty policy wording, ensuring their products are straightforward for motorists to understand and use.

Combined Aftersales Product Packages

Another Car Care Plan innovation is a subscription-style combined package of vehicle protection to meet consumers' changing buying habits. One example is their combined Warranty, service plan, and breakdown cover package. Breakdown cover to get drivers back on the road, a Service Plan to spread the cost of their annual vehicle check-up, and a Warranty for financial protection should a mechanical or electrical fault occur – all in one package, with one annual or monthly payment.

The company's wider range of add-on insurance products can provide drivers with additional protection, complementary to their vehicle Warranty packages. For example, for PCP customers protecting their vehicle from paint chips and scratches could be a valuable addition to their Warranty.



Supporting Retail Partners

All of Car Care Plan's products can be matched with a comprehensive range of support services. This includes access to state-of-the-art management systems to manage and process customer details and payments, tailored marketing and e-commerce support to boost sales, as well as training and development opportunities to enhance product knowledge and sales processes for manufacturer and retailer partners' teams.

While some providers outsource elements of their programmes, resulting in a fragmented and disjointed service, Car Care Plan's approach means their partners benefit from a streamlined, cohesive, and efficient offering. They also have access to a friendly and knowledgeable team of experts should any questions arise. This includes an in-house compliance team that maintains close contact with the Financial Conduct Authority (FCA) and Prudential Regulatory Authority (PRA) as well as other industry bodies to ensure they are up-to-date with the latest legislation and regulations.

Financial Strength Customers Can Trust

Not only does Car Care Plan offer a wide range of award-winning vehicle aftercare products and support services, their independently verified financial stability

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means manufacturers and dealers can be confident they are partnering with a stable and dependable business.

Car Care Plan Insurance, as the trading style of Motors Insurance Company Limited (MICL), has been confirmed as a dependable and financially robust business by AM Best – the world's first credit rating agency and the largest specialising in the insurance industry.

The Warranty and asset protection provider was awarded an "A-" (Excellent) financial strength rating and "α-" Long Term Issuer Credit Rating, reflecting a "very strong" balance sheet and "strong" operating performance.

For dealer clients, who are all subject to the FCA's Senior Managers and Certification Regime (SMCR), that level of financial stability provides an additional layer of protection and reliability. By contrast, other providers may use offshore underwriters that are not FSCS protected, do not have AM Best ratings, and are not regulated by the FCA and PRA.

Why Dealers Choose Car Care Plan

Manufacturers and retailers offering a strong aftersales programme can increase revenue and boost satisfaction and retention, and partnering with a leading provider such as Car Care Plan will ensure an efficient, streamlined service for all.

Car Care Plan's unique combination of clear, concise yet comprehensive policy wording, end-to-end in-house delivery and support services, unmatched industry pedigree, and financially and regulatory robust operation, is why they were once again named AM Dealer Recommended for Warranty and AM Dealer Recommended for Service Plans and Cosmetic Repair Insurance.



Car Care Plan

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