



the warranty group®

## News from The Warranty Group

*For Immediate Release*

### Resource Automotive® Announces QCertified Pre-Owned Mobile App

**CHICAGO**, April 6, 2011 – Resource Automotive, Inc., the premier provider of finance and insurance programs to the auto industry and a unit of The Warranty Group, Inc., today announced the launch of the QCertified™ mobile app, linking users to an exclusive database of vehicles passing the rigorous requirements of its QCertified used vehicle certification program available only at client dealerships. [www.qcertified.com](http://www.qcertified.com)

Recognizing the increasing mobility of its users, Resource will launch initially through Apple's App Store <http://goo.gl/5xBMG>, followed by versions developed for Android and BlackBerry operating systems. Scan the QR code to download from the App Store.



"This is a full-featured mobile application, giving shoppers access to the entire QCertified inventory on their smart devices," said Mike Frosch, president and COO of North America for The Warranty Group. "Consistent with the QCertified.com portal, users are provided a full menu of search capabilities, vehicle details, pricing and photos. This is the next logical step in our QCertified strategy of demonstrating the value of certification and directing prospects to participating dealerships."

QCertified.com is an extension of Resource Automotive's strategy to utilize technology and automation at every customer touchpoint to add value to the ownership experience with every customer interaction. Other dealer offerings include service contracts, GAP, variable and fixed training, pre-paid maintenance programs, appearance protection, as well as industry-leading expertise in dealer participation programs and dealer-obligor models.

Resource Automotive, established in 1964, has relationships with over 3,100 clients in the US, Canada, UK, Europe, Latin America, Asia and Australia. [www.resourceautomotive.com](http://www.resourceautomotive.com)

#### **About The Warranty Group**

The Warranty Group is the world's premier provider of extended service plans and related benefits, with operations in 33 countries and 1800 employees. By providing underwriting, claims administration and marketing expertise, The Warranty Group is a single-source solution for manufacturers, distributors and retailers of consumer goods including autos, homes, consumer electronics, medical devices, furniture and appliances as well as financial institutions and the travel/leisure industry. [www.TheWG.com](http://www.TheWG.com)

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