



## **Resource Automotive Announces DriverPlus**

**CHICAGO**, March 11, 2008 – Resource Automotive, a unit of The Warranty Group, today announced DriverPlus, their exclusive customer retention program. By giving owners the benefit of spreading the cost of maintenance over the ownership term and returning them to the dealership for service, vehicle owners return to the dealership more often, increasing the likelihood of further sales and generating increased parts and service revenue.

Studies have shown that the average customer returns to the dealership for less than \$100 of non-warranty service. With a pre-paid maintenance program such as DriverPlus, this figure rises to over \$1050.

“Driving fixed gross profit is a key component of every dealer’s long term growth strategy” said Mark Mishler, President, Resource Automotive. “Bringing customers back to the dealership typically results in not only better service absorption, but also enhanced loyalty and CSI. DriverPlus does both.”

As an added incentive for finance managers, Resource Rewards provides the opportunity to choose from a wide array of merchandise with the achievement of certain performance levels.

DriverPlus is available immediately in North America, with further rollouts planned for Europe, Asia and Latin America.

### **About Resource Automotive**

Resource Automotive has over 40 years of experience partnering with dealers, consolidators and manufacturers to provide industry leading financial services solutions. The Warranty Group is the world’s premier provider of extended service plans and product enhancements, with operations in 33 countries and 2300 employees. By providing underwriting, claims administration, compliance and marketing expertise, The Warranty Group is a single-source solution for manufacturers, distributors and retailers of consumer goods including autos, homes, consumer electronics and appliances.

### **For further information:**

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