



## News from The Warranty Group

*For Immediate Release*

### Resource Automotive Announces Training Initiative with Chrysler

**CHICAGO**, August 17, 2010 – Resource Automotive, Inc., the premier training, consulting and financial services provider to the auto industry and a unit of The Warranty Group, Inc., today announced an agreement with the Mopar division of Chrysler Group LLC to provide dealers with wholesale mechanical parts training and support.

Resource Automotive will provide Chrysler, Dodge, Jeep and Ram dealerships with proprietary methodology, market strategy, process, training, outside sales implementation and support aimed at conquering wholesale mechanical parts sales from the aftermarket parts manufacturers and distributors that currently dominate the segment. The program takes a holistic approach based on extensive market research and Resource Automotive’s subject matter expertise.

“Through this program, dealers will benefit from additional revenue, and Mopar will increase its market share. We are proud to be Mopar’s partner, and our staff of wholesale parts specialists, averaging over 20 years of experience, is looking forward to partnering with the dealers to retain and grow their wholesale mechanical parts business,” said John England, president of Resource Automotive Solutions.

“Mopar recognizes the size and scope of this market segment and the great opportunity it represents for Chrysler and our franchised dealers. Customers prefer original Mopar parts, and now they will be even easier to obtain. We look forward to significant revenue increases for Mopar and our dealers through this highly-focused initiative,” said Jim Sassorossi, director, Mopar Sales & Marketing.

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 2000 employees. By providing underwriting, claims administration and marketing expertise, The Warranty Group is a global 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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