



the warranty group®

## News from The Warranty Group

*For Immediate Release*

### Resource Automotive Announces Exclusive Certified Used Vehicle Website

**CHICAGO**, January 13, 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 [www.QCertified.com](http://www.QCertified.com), a Web portal that exclusively showcases vehicles passing the rigorous requirements of its QCertified certification program at client dealerships.

Recognizing that buyers see additional value in certified pre-owned vehicles, the website will offer video and online tools demonstrating the actual certification process as well as assist in proper vehicle selection.



In addition, each client benefits from search engine optimization, deployed to push Internet visitors to their QCertified dealership. As a further enhancement, Resource has recreated all point of sale materials and will be supporting dealer CPO efforts through its national field force. An online commercial is also available at no charge to participating dealers.

“Everyone wins with QCertified,” said Mike Frosch, president and COO of North America for The Warranty Group. “Customers win by purchasing a vehicle that has been thoroughly inspected, and dealers win with more satisfied customers and increased used vehicle sales. Now, with the addition of QCertified.com, buyers can find the best cars and trucks available, by visiting just one site. We believe this is the most comprehensive approach to used vehicle certification and marketing in the industry.”

QCertified.com is an extension of Resource Automotive’s strategy to utilize technology and automation at every customer touchpoint to add value to the customer experience and added profit to every customer interaction. Other initiatives 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.

#### **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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