

American Auto Shield Announces Direct-to-Consumer Powersport Protection Program

Provides drivers with cost-saving choices for powersport extended vehicle coverage.

Lakewood, Colo. ([PRWEB](#)) September 28, 2016 -- American Auto Shield, a leading provider of extended vehicle protection, today announces the launch of the American Auto Shield Powersport Protection Program. The program includes direct-to-consumer extended coverage for on-road and off-road motorcycles and all-terrain vehicles (ATVs).

“American Auto Shield is excited to offer a Powersport Protection Program that fills the direct-to-consumer space, providing consumers with cost-saving choices that weren’t previously available in the extended vehicle protection market,” said Jason Currier, Vice President of Sales, Client Relations and Marketing. “Today, consumers expect to be able to buy products directly. We’re happy to meet these expectations with an on and off-road protection program that provides riders with exceptional coverage and security.”

The program is being underwritten by a subsidiary of Assurant, a premier provider of specialty protection products and related services, providing customers with an extra layer of financial security.

American Auto Shield will perform customer and claims services with the same quality and support their customers have come to expect.

About American Auto Shield

Headquartered in Lakewood, Colorado, American Auto Shield is a leading provider and administrator of Extended Vehicle Protection Products. For over a decade, American Auto Shield has been working with its marketing partners to protect automobile owners against unexpected repair costs. American Auto Shield is an A+ Rated Accredited Member of the Better Business Bureau and a member of the Service Contract Industry Council. Learn more at americanautosshield.com and support.americanautosshield.com.

About Assurant

Assurant, Inc. (NYSE: AIZ) is a global provider of risk management solutions, protecting where consumers live and the goods they buy. A Fortune 500 company, Assurant focuses on the housing and lifestyle markets, and is among the market leaders in mobile device protection; extended service contracts; vehicle protection; pre-funded funeral insurance; renters insurance; lender-placed homeowners insurance; and mortgage valuation and field services. With approximately \$30 billion in assets and \$6 billion in annualized revenue as of June 30, 2016, Assurant is located in 16 countries, while its Assurant Foundation works to support and improve communities. Learn more at assurant.com or on Twitter [@AssurantNews](https://twitter.com/AssurantNews).

**Contact Information**

Jason Currier - Vice President of Sales, Client Relations & Marketing

American Auto Shield

<http://www.americanautoshield.com>

+1 (800) 531-1925

Online Web 2.0 Version

You can read the online version of this press release [here](#).