



Platinum Warranty Announces Customer-Driven Warranties Offer High-Value, Low-Cost Auto Investment Protection

Platinum Warranty Corporation, recently featured on Terry Bradshaw's Winner's Circle on MSNBC, offers a unique consultative approach to protecting consumers' second largest investment, their cars.

Cleveland, OH (PRWEB) December 15, 2004 -- Platinum Warranty Corporation has developed a simple way for its partners to seamlessly provide their customers with the protection of extended warranties, gap, and emergency roadside assistance.

"Our goal is to provide the most value for our customers' dollars by delivering superior products at the lowest possible cost," said Anthony J. Hodel, Platinum's chief executive officer. "Our ability to offer a wide range of cost-effective automotive financial services enables us to customize our products resulting in a win/win for our customers."

Bradshaw's Winner's Circle is a national television series focusing on hot topics facing key business leaders who are helping to drive the American economy. "We're honored to have made Terry's list and join this elite group of companies," Hodel noted. "We strive to continuously raise the bar as a customer-driven operation by employing a solid infrastructure that includes the latest technology available to ensure that our customers' expectations are not just met, but exceeded."

Hodel further noted that he credits the day-to-day hard work of Platinum's staff for the Winner's Circle award. "Whether it's a customer, partner, vendor or the community in general, we walk in our customers' shoes," Hodel concluded. "We want them to feel they've made the right choice in protecting their investment; not just when they sign up, but down the road as well."

Platinum Warranty Corporation provides a full-line of automotive financial services, automotive lending online, warranties, insurance products, along with full marketing and design services for its partners. With its primary focus on customer satisfaction, the company markets to car dealerships, insurance companies, banks and credit unions.

In addition to the Winner's Circle, Platinum Warranty Corporation has received recognition as the #1 company of the 2002 Case Western Reserve University Weatherhead 100 and received the NEO Success Award for 2002-2003 and the Inside Business Award for 2000 through 2004.

Hodel, an inductee of the 'Who's Who International Directory', has been named Wall Street Journal Businessman of the Year for 2002, 2003 and 2004, received the 2002 Ernest & Young Entrepreneur of the Year award and named to the 2002 Case Western Weatherhead 100. He is also on the 2005 Ohio Advisory of the National Republican Congressional Committee.

To learn more about this innovative company visit www.platinumwarrantycorp.com or call 1-800-692-5397

###

**Contact Information****PR DEPT**

Platinum Warranty Corporation

<http://www.platinumwarrantycorp.com>

8006925397 3001

Online Web 2.0 Version

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