



## Platinum Warranty Corporation Targets Hispanic Market With Automotive Investment Protection

*With the launch of its new website, [www.garantiaauto.com](http://www.garantiaauto.com), Platinum Warranty Corporation, is making its foray into the Hispanic marketplace, offering high-value, low-cost auto investment protection.*

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(PRWEB) December 29, 2004 -- "Based on 2003 demographics, the U.S. Hispanic market represents a \$580 billion economy," says Anthony J. Hodel, Platinum's chief executive officer. "Platinum Warranty recognizes the opportunity to service this growing market and has added the technology and bi-lingual staff to exceed its expectations."

Recently featured on Terry Bradshaw's Winner's Circle on MSNBC (see video at [www.platinumwarrantycorp.com](http://www.platinumwarrantycorp.com)), Platinum Warranty Corporation offers a unique consultative approach to protecting consumers' second largest investment, their cars. It has developed a simple way to seamlessly provide its customers with the protection of extended warranties, gap insurance, emergency roadside assistance and online automotive financing.

"Our automotive products offer a win/win solution for our customers, whether we partner with dealers and financial institutions or work directly with the end user in this market," notes Hodel. "Our goal is to provide the most value for our customers' dollars by delivering superior automotive products at the lowest possible cost."

The new website, [www.garantiaauto.com](http://www.garantiaauto.com), enables prospective customers to receive a "quick quote" based on their warranty needs. It also provides information on the full line of services Platinum Warranty offers to automotive dealers and financial institutions.

"Ultimately, we want our customers to feel they've made the right choice in protecting their auto investment; not just when they sign up, but down the road as well," states Hodel. "We're proud to be able to offer the Hispanic market a quality, customer-driven product at an affordable price."

Platinum Warranty Corporation provides a full-line of automotive financial services, warranties and insurance underwriting, along with full marketing and design. 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 contact Platinum Warranty Corporation visit [www.platinumwarrantycorp.com](http://www.platinumwarrantycorp.com) or call 1-800-692-5397

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**Contact Information****PR DEPARTMENT**

Platinum Warranty Corporation

<http://www.garantiaauto.com>

8006925397 3001

**Online Web 2.0 Version**

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