



## Money-Back Guarantees a Win/Win For Automotive Dealers and Customers

*Platinum Warranty Corporation rolled out its 100 percent money back guarantee program offering a full refund to end-users that do not incur any claims against their warranties. The new refund program begins immediately and applies to all warranties with a 48-month or greater term.*

Cleveland, OH ([PRWEB](#)) July 20, 2005 -- Platinum Warranty Corporation rolled out its 100% Money Back Guarantee program offering a full refund to end-users that do not incur any claims against their warranties. The new refund program begins immediately and applies to all warranties with a 48-month or greater term.

“This is a win/win situation for dealers, as well as their customers,” said Anthony J. Hodel, Platinum’s chief executive officer. “This applies to customers that have purchased protection on a new car or a used one, as long as they still own the covered vehicle and did not use the warranty service during the terms of the plan. If they purchase our warranty, they can sign up to receive a full refund of their retail purchase price up to a maximum of \$2,500 at the end of its term.”

Platinum Warranty sees this as an opportunity to offer dealers and lenders another “tool” that they can use to increase their finance and insurance (F & I) profits, while at the same time providing their customers with peace of mind when it comes to spending \$1,000 or more on extended warranty coverage. “This shows dealers that not only do we deliver a superior warranty product, but we are willing to back it up with a guarantee that can result in additional profits for them,” noted Hodel.

“Platinum Warranty’s associates want customers to feel they made the right choice in selecting warranty coverage when they first signed up for it as well as down the road,” said Hodel. It’s this type of attitude that help garner Platinum Warranty the distinction of “Pick of the Week” on Terry Bradshaw’s Winner’s Circle. The Winner’s Circle is a national television series focusing on hot topics facing key business leaders who are helping to drive the American economy.

“Our goal is to provide the most value for our customers’ dollars by delivering a superior warranty product at the lowest possible cost,” said Hodel. “Our ability to offer a wide range of cost-effective automotive financial services enables us to customize our warranty products resulting in a win/win for dealers and their customers alike.”

Platinum Warranty Corporation provides a full-line of automotive dealer financial services, warranties and insurance underwriting, along with full marketing and design capabilities 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.

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