



No Worries. **SELL**
Just **DRIVE**™

HOW TO

OVERCOME CUSTOMER OBJECTIONS AND CLOSE A VSC SALE

OBJECTION

1 I CAN'T AFFORD A VEHICLE SERVICE CONTRACT

DOES YOUR MONTHLY BUDGET INCLUDE SAVINGS FOR UNEXPECTED REPAIRS?

The price of parts is just the beginning. Engines, transmissions and brakes can all be pricey. Add on labor and diagnostics, which are covered under most GWC plans, and the unexpected costs can begin to skyrocket.

➔ **FACT:**
\$3,900

The average cost of an engine overhaul.*

**Source: AllData Parts and Labor Guide*

WHAT IF YOUR VEHICLE BROKE DOWN TOMORROW?

Show your customers actual repair orders.

Non-mechanical costs contribute to a repair bill too – and most people never see them coming. When you're stranded, expenses like roadside assistance, towing, hotels and rental cars can pile up quickly.



24/7 Roadside Assistance



Rental Car Reimbursement



Towing Reimbursement



Travel and Lodging

YOU CAN'T PUT A PRICE ON PEACE OF MIND

GWC provides a "No Worries, Just Drive" Experience

All of GWC's products help provide your customers the confidence, freedom and reliability to make a vehicle purchase.



Day One, Mile One Coverage



Nationwide network of service facilities



\$350 Million in Claims Paid



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HOW TO

OVERCOME COMMON CUSTOMER OBJECTIONS

OBJECTION

2

A VEHICLE SERVICE CONTRACT ISN'T WORTH THE PRICE

IF YOU USE IT JUST ONCE, IT WAS WORTH IT

Repairs can get expensive... quickly.
On average, an engine overhaul costs \$3,900.
Air conditioning: \$1,000. Head gaskets,
anti-lock brakes and drive axels: all over
\$1,300.*



FACT:

\$2,800

The average cost of a
transmission repair.*

**Source: GWC Claims History*

DON'T FORGET ABOUT NON-MECHANICAL COSTS

Show your customers actual repair orders.

Not everyone is aware of the financial setback unexpected repairs can be.
Customers will be more willing to buy a VSC when they can see how much it
saved someone else on items such as lodging, rental car, roadside assistance
or towing.



**24/7 Roadside
Assistance**



**Rental Car
Reimbursement**



**Towing
Reimbursement**



**Travel and
Lodging**

AN EYE TO THE FUTURE

Own with confidence.

Most VSCs are transferrable, which helps
increase your customers' future asking price
should they decide to sell their vehicle.



FACT:

\$

Covered vehicles
may retain a
higher re-sale value.

OVERCOME COMMON CUSTOMER OBJECTIONS

OBJECTION

3

I HAD A VSC BEFORE. IT DIDN'T COVER ANYTHING.

WHAT KIND OF COVERAGE DID YOU PURCHASE?



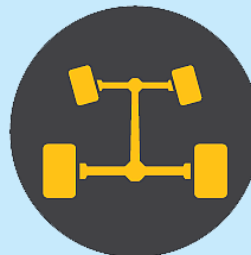
Not all coverage plans are created equally.

GWC has something for all drivers. From stated component to exclusionary options, GWC offers car shoppers the confidence, freedom and reliability to become car buyers. Some cars may need extra electronics coverage. Or their past coverage may have included a limit of liability or waiting period, while most GWC plans have neither.

SHOW DIFFERENT COVERAGE LEVELS

Basic plans only cover basic parts. Components some customers may think are included in a VSC (such as ABS, sensors and fuel systems) usually aren't covered on the most basic contracts.

MID-LEVEL



ABS

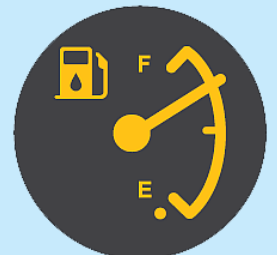


Diagnostics

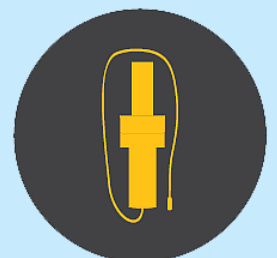


Hi-Tech Electrical

TOP-LEVEL



Fuel System



Sensor Package



Interior/ Exterior



Confidence



Freedom



Reliability



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OBJECTION

4

MY FRIEND IS A MECHANIC, I DON'T NEED A VSC

WILL A FRIEND COVER MORE THAN SERVICE?



Towing

A VSC covers more than just labor costs. When your car breaks down, it's not just the mechanic's costs you need to worry about. You may need a tow truck or a rental car. And will your friend cover the cost of parts, too?



Rental Car

IS YOUR FRIEND ASE CERTIFIED?

Quality of repairs can affect re-sale value. If you were ever to sell your car, you may need to verify the quality of any work done. GWC Warranty works only with ASE-certified mechanics, which guarantees the work is being done at a reputable facility.



Confidence



Reliability

WHAT HAPPENS IF YOU ARE OUT OF TOWN?

Trust in a leading national VSC company. GWC Warranty works with certified mechanics across the country. Regardless of where or when you break down, GWC can find a mechanic 24/7. Depending on your plan, GWC even covers lodging costs associated with the breakdown.



Nationwide
Service



Travel and
Lodging