



ALPHA[®]
WARRANTY SERVICES



PROTECTING YOUR LIFESTYLE[®]



WHY CHOOSE ALPHA WARRANTY SERVICES?

We are your partner.

Vehicles aren't perfect, they break down. When they break down you need a partner that provides the best service for your customers and backs it up with the industry's highest ratings. As our partner, you can rely on our integrity, expertise and innovation.

Keep reading to see for yourself why Alpha Warranty Services stands apart from the rest of the industry.

Our history drives us.

Alpha Warranty Services believes in doing the right thing for our partners and their customers. It was precisely this principle that started our company in 2002 and it's this belief that still drives us today.

Alpha Warranty was founded because another administrator didn't value their customers. That administrator had stopped paying claims on the contracts held by their dealerships' customers. Our founder & CEO stepped in and formed Alpha Warranty so those dealerships' claims would be covered. Why? Because it was the right thing to do. Today, Alpha Warranty continues to deliver an unrivaled customer experience by valuing people over profit.

INTEGRITY EXPERTISE INNOVATION

Our mission.

To protect the lifestyles of our contract holders, agents, and dealers by providing innovative vehicle protection plans, unrivaled customer experiences, and creative technology solutions.

Our value proposition.

Supercharged service and technology powered by amazing people.

OUR CORE VALUES



DO THE RIGHT THING

There is more to us than just our products. Show humanity through integrity work, and others. Value people over profit.



FOCUS ON THE CUSTOMER

Provide an unrivaled customer experience that exceeds expectations through meaningful innovation and challenging the status quo.



TAKE ACTION

Work as if it is your car that is in the shop. Perform as if it is the success of your dealership at stake. Act as if it is your agency to grow.



BE ACCOUNTABLE

Do what you say you will do when you say you will do it. When a mistake is made, own up to it and strive to be better.



ENJOY LIFE

Love what you do and have fun doing it. Invest in yourself and in your career. Together, we aim to balance life and work.



REPUTATION MATTERS.

What our customers are saying.

Alpha Warranty Services believes that providing industry-best service and top of the line products is simply the right thing to do. This principle has earned us one of the top Google ratings in the industry with more than 2,500 reviews, compared to the industry average of 134. Since 2012, Alpha Warranty has also been honored with more than 30 national and local awards. These awards range from individual achievements, workplace flexibility, and one of the top growing businesses in Utah. These achievements show the dedication of our team to industry excellence in all aspects of the business.

4.4 STAR RATING
ON GOOGLE
With More Than 2,500 Reviews

Alpha Warranty's Google rating is one of the best in the industry with one of the highest number of reviews. Compare to the industry average Google rating of 2.27 stars and 134 reviews.

REVIEWS

Robin W.



"This was my first experience using the warranty. I can't say enough about how helpful and responsive everyone was at getting the claims taken care of. I've never had a positive experience with a third-party warranty service, so when I called them up, I was a little skeptical. They took such great care to ensure the claim was handled professionally with a personal and genuine touch. I will buy from Alpha again."

Mike N.



"I absolutely love this warranty. Water pump went out on my truck. The warranty pretty much covered everything. This is by far the best vehicle warranty I have ever purchased."

AWARD-WINNING COMPANY



VETERAN-OWNED BUSINESS OF THE YEAR

American Business Awards

- 2023 Bronze
- 2022 - Silver
- 2021 - Bronze
- 2020 - Bronze
- 2018 - Silver



CUSTOMER SERVICE DEPARTMENT OF THE YEAR

American Business Awards

- 2021 - Silver



UTAH 100

Mountain West Capital Network

- 2023 - #46
- 2022 - #39
- 2021 - #45
- 2020 - #37
- 2019 - #72
- 2018 - #60
- 2017 - #51



TOP WORKPLACE

Salt Lake Tribune

- 2023
- 2022
- 2021
- 2020
- 2019
- 2018
- 2017



HEALTHY WORKSITE AWARD

Utah Worksite Wellness Council

- 2023 - Bronze
- 2021 - Bronze
- 2020 - Silver
- 2019 - Bronze



PATRIOT AWARD

The National Guard
Employer Support of the Guard and Reserve

- 2021 - Ryan Rosenvall, Regional Sales Manager
- 2017 - Rick Olson, Claims Manager
- 2017 - Jennifer Wood, Call Center Manager



BEST COMPANIES TO WORK FOR

Utah Business Magazine

- 2022
- 2020



FAST 50

Utah Business Magazine

- 2018 - #31
- 2017 - #11



HOW WE PROVIDE INDUSTRY-BEST SERVICE?

Quality support.

Alongside our agent network and in-house service teams, we work with your dealership individually to provide the support you and customers need and expect. Our support teams, including customer service, claims and sales, are at the top of the industry when it comes to quickly taking your calls and authorizing claims. We want to make sure that your dealership and your customers have access to the answers you need as quickly as possible.



97%

of callers give our service

THE HIGHEST SATISFACTION RATING

Alpha Warranty's Google rating is one of the best in the industry with one of the highest number of reviews. Compare to the industry average Google rating of 2.27 stars and 134 reviews.

17

SECONDS

Dealer Support

Our sales support team can usually take your calls within 17 seconds.

25

SECONDS

Contract-holder support

On average, a contract-holder can expect their calls to be answered in under 25 seconds.

36

SECONDS

Claims Support

Our claims department typically answers calls in less than 36 seconds.

02

HOURS OR LESS

Claims processing time

More than two thirds of claims are processed in two hours or less.

01

CLAIMS ADJUSTER

Work with one claims adjuster

The same claims adjuster handles the claim from start to finish.

SELF

INSPECTIONS

Repair facilities may be to conduct self inspections.

Our claims processing times can be sped up with self-inspections.

-Data based off of 2019 statistics.

WHAT WE OFFER CREATES SUCCESS.

Fast and Easy F&I.

Alpha Warranty Services has created Fast and Easy F&I for Today's Customer with our proprietary sales portal, Zoom. Now you can easily compare products, adjust pricing, and review reports at the touch of a button. Dealers using Zoom have reported an average 17% increase in markup and 13% increase in average selling price.



COMPARE PROGRAMS

Need help choosing the best protection plan? Zoom gives you the ability to easily compare up to three programs side by side.



FULL REPORTING

Stay on top of and better monitor your sales performance with Zoom's full online reporting tools.



PAY ONLINE

It's all about convenience. Manage remittances and make online credit card and ACH payments right in Zoom.



Simple user interface.

Your customer's new vehicle will be protected even faster with Zoom's simple user interface. With only four simple steps, the deal will be done before you know it.



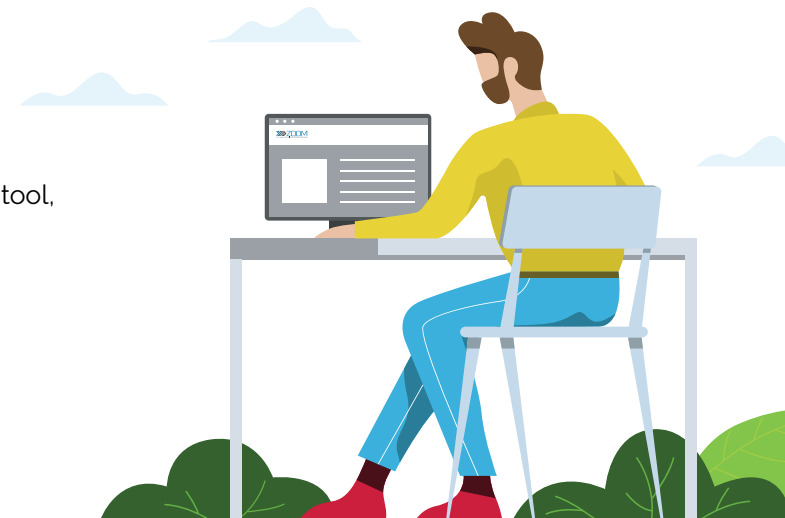
Step by step sales process.

No more confusing sales processes. Zoom is user friendly and takes you through the sale one step at a time. The progress bar at the top of the page tells you how much more information you'll need to complete before the sale is concluded.



Comparison tool.

Not sure which product is the best for your customer? With Zoom's program comparison tool, that's no longer a problem. You'll find the best product at the click of a button.



CORE PROGRAMS

Alpha Warranty has strategically developed our vehicle protection products to equip your dealership with quality, straightforward F&I products that provide industry-best service. Our core products have a 'Good, Better, Best' approach that make selling the right product easier. These three products have simple terms, no mileage restrictions and are a great option for most vehicles under 175,000 miles. However, if you come across a situation that doesn't meet the criteria of our core products, Alpha Warranty offers a specialty line to meet every other F&I need.



INNOVATIVE VEHICLE PROTECTION PLANS

OUR EXCLUSIONARY COVERAGE.



Over 750 parts covered.

Our best coverage with our highest level of protection. PriorityOne Unlimited has revolutionized the industry with its unlimited term length and outstanding eligibility. This exclusionary coverage product covers nearly every part on the vehicle, except for a few parts listed in the contract. This is the ultimate plan for vehicles up to 150,000 miles. PriorityOne Unlimited offers many additional benefits that place it above the competition including dedicated priority support lines, coverage for electric and hybrid vehicles, and enhanced commercial eligibility options.

Hi-Tech option.

The Hi-Tech option is the perfect addition to the PriorityOne Unlimited exclusionary plan. On top of covering nearly every part on the vehicle, the Hi-Tech option provides coverage for items like Bluetooth, LCD screens, back up cameras, Blu-ray players and much more.



COVERAGE

Covers nearly every part on the vehicle except for a small list stated in the contract.



ELIGIBILITY

For vehicles up to 10 model years and 150,000 miles.



IDEAL FOR

Customers looking for exclusionary coverage without mileage restrictions.



OUR MID-LEVEL COVERAGE.

Up to 260 parts covered.

Our most popular program. A+ Unlimited's extensive coverage makes this the perfect option for most vehicles up to 15 model years and 175,000 miles. Because of its excellent price point and comprehensive coverage, the A+ program has proven to be a successful revenue source for many dealerships. This plan offers exceptional benefits including unlimited mileage terms, coverage for electric and hybrid vehicles, and additional coverage options with A+ Enhanced.

A+ Enhanced.

For an additional \$375, the A+ Enhanced option provides additional coverage for parts of the suspension, cooling, fuel system and seals & gaskets. See contract for complete details.



COVERAGE

Covers over 260 parts specifically listed in the contract.



ELIGIBILITY

For vehicles up to 15 model years and 175,000 miles.



IDEAL FOR

Customers looking for entry-level coverage without mileage restrictions.



OUR ENTRY-LEVEL COVERAGE.

Up to 88 parts covered.

With eligibility of up to 15 model years or newer and 200,000 miles, the A La Car program is positioned perfectly to provide coverage for higher mileage vehicles. The A La Car program provides low priced powertrain coverage with the option to pick and choose additional coverage to enhance the value of the service co. Customers will enjoy added benefits of unlimited mileage terms, coverage for electric and hybrid vehicles, and roadside assistance,

Optional Coverage.

Want to offer your customers more than powertrain coverage? Add on options for the air conditioning, drive axle, electrical, fuel system and seal & gaskets. See contract for complete details.



COVERAGE

Covers up to 88 parts specifically listed in the contract.



ELIGIBILITY

For vehicles up to 15 model years and 200,000 miles.



IDEAL FOR

Customers looking for entry-level coverage without mileage restrictions.

SPECIALTY PROGRAMS

If you come across a situation that doesn't meet the criteria of our core products, Alpha Warranty's specialty line is designed to meet every other F&I need. These programs offer a variety of options including shorter terms such as a 3/3, 6/6 or 12/12, unbeatably priced exclusionary coverage for newer, low mileage vehicles, and powertrain coverage for vehicles with more than 175,000 miles. With Alpha Warranty, you can rely on us to provide F&I for Today's Customer.



INNOVATIVE VEHICLE PROTECTION PLANS

INTRODUCING

IntelliCare

IntelliCare provides broad coverage and robust protection for nearly all mechanical components, except for a small list of exclusions outlined in the contract. Coverage is available for vehicles 10 model years or newer and up to 90,000 miles.

An assortment of unique add-on options are also available, including emissions, wearable parts, lighting, modified beds, commercial use and, suspension modification.



Eligibility up to 10 model years and 90,000 miles.



Broad coverage at a lower price.



Always included:

- Day one coverage
- Enhanced rental car coverage
- Drive battery pack (EV & Hybrid)
- NADA retail limit of liability
- Seals & gaskets
- Hi-Tech

New Car

Our New Car program offers exclusionary coverage at an unbeatable price. With a wide variety of term options, this on odometer program is an excellent fit for low mileage vehicles.



Eligibility up to 5 model years and 60,000 miles.



Nada retail limits of liability.



Day one coverage.



Unbeatable price.

Alpha Tiered

Your all-in-one program. Whether you need a basic Limited Powertrain 3 month/3,000 miles term or 5 year/100,000 miles Full Coverage, Alpha Tiered has it. Its five levels of coverage offer a perfect fit.



Eligibility up to 15 model years and 150,000 miles.



Maximum limits apply on limited powertrain and powertrain plus. NADA retail value on extended, supreme and full coverage.



Day one coverage.

BudgetCare™

Budgetcare is Alpha Warranty's affordable coverage plan that offers eligibility for vehicles of the last 20 model years with no mileage maximum. Budgetcare is designed to protect your vehicle's repair needs along with your budget.



Terms from 3 months and 3,000 miles up to 84 months and 84,000 miles.



Choose from three levels of coverage.



You choose your repair facility.

ANCILLARY PROGRAMS



Summit Protection by Alpha Warranty provides a new level of ancillary protection. Choose from Tire and Wheel, Key/Remote Replacement or bundle everything together with our ElevateCare protection plan. Summit Protection is the perfect complement to any Alpha Warranty vehicle protection plan or is an affordable option as a stand-alone plan.



INNOVATIVE VEHICLE PROTECTION PLANS

ElevateCare

ElevateCare provides you with the protection your vehicle needs, including Tire and Wheel Protection, Key/Remote Replacement, Paintless Dent Repair, Windshield Protection, and 24/7 Roadside Assistance. Cosmetic and curb coverage is available for alloy or chrome wheels.

- Tire and Wheel Protection
- Key / Remote Replacement
- Paintless Dent Repair
- Windshield Protection
- 24 / 7 Roadside Assistance

Tire & Wheel

Tire and Wheel Protection covers your tires and wheels from damage caused by nails, glass, potholes, rocks, tree limbs, or any other object or condition not normally found on the roadway. Cosmetic and curb coverage is available for alloy or chrome wheels.

- 24 / 7 Roadside Assistance
- Rental Assistance coverage
- Meals and lodging
- Transferable
- No deductible

Key Replacement

Key Replacement provides you with peace of mind that if your key is damaged, lost or stolen you will receive a replacement key for your vehicle. With new key technology in vehicle ignitions, key replacement can cost up to \$800 per key.

- 24 / 7 Roadside Assistance
- Hotel discounts
- Rental car discounts





ADDITIONAL PROGRAMS.



The DriveEasy Limited Lifetime Warranty provides powertrain coverage for the life of the vehicle at no additional cost to your customer. You'll select and set up specific guidelines for vehicle eligibility at your dealership, then place the warranty on all qualifying vehicles. Up-sell opportunities are also available with the DriveEasy Wrap program.

DRIVEON

Give your customer a lifetime of coverage. DriveOn is a lifetime powertrain program that provides coverage for parts of the engine, transmission, transfer case, drive axle, and seals & gaskets for as long as the customer owns the vehicle.

Certified Pre-Owned

Alpha Certified Pre-Owned (CPO) program offers a 3 month/3,000 mile limited warranty for all vehicles on your lot 15 model years or newer and up to 150,000 miles. Place this warranty on all vehicles that are eligible at your dealership.

WHY CHOOSE US?



INTEGRITY



EXPERTISE



UNRIVALED CUSTOMER
EXPERIENCES



INNOVATIVE
PROTECTION PLANS



CREATIVE TECHNOLOGY
SOLUTIONS

JOINING IS FAST AND EASY.

Sign Up Today!

At Alpha Warranty Services, we aren't just another vehicle protection plan provider who pledges empty promises. Accountability is one of our company values. When we say we're going to do something, we do it. Don't just take our word, take the words of hundreds of dealers and customers who have said it via their Google reviews. Sign up today and work with an industry leader in integrity, expertise and innovation.

24 HOUR
DEALER SET UP

SIGN UP AND
START SELLING
TODAY



SUPERCHARGED
SERVICE
& TECHNOLOGY
POWERED BY
AMAZING
PEOPLE