

AUTOPROTECT SCOOPS DOUBLE AWARD AT CAR DEALER POWER AWARDS 2013

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AutoProtect has been presented with the Car Dealer Power Awards accolade for Best GAP Product for the second year in a row, plus added recognition of the Best Warranty Product provider.

Car Dealer readers voted for the awards, which were presented to the business at Portsmouth's Spinnaker Tower on Wednesday 12th June.

The awards recognise best in class performance across the automotive retail supply chain, as nominated by dealers throughout the UK. With up to 200 nominations for key awards, competition is fierce.

AutoProtect's GAP insurance product was heralded as the winning contender as a result of its effective and innovative concept, which enables customers to obtain a refund of their premium if they choose to end their GAP insurance ahead of the agreed cover period, while protecting the dealer's commission.

Underwriting Director Prakash Chandarana, who developed the GAP product and introduced it into the AutoProtect portfolio said that the company's emphasis on best practice and its innovative approach had proved a huge success with dealers, and helped them enjoy repeat success in the category.

"Customer service is now at the crux of every business, and as part of that, they have to be treated fairly, but dealers need to feel reassured that they are getting a fair deal too. AutoProtect's GAP insurance product enables dealers to comply with ABI Best Practice and protect GAP as a key profit source, while leaving customers satisfied with the service they received – a win-win solution for all concerned," he said.

"The balance between ethics and commercial gain has played a key part in its reception from dealers and manufacturers, and the customer-centred approach to GAP products has resulted in an increased client-base and a surge in existing clients taking this product on board. Many have in turn adopted AutoProtect's other warranty products and SMART Protect insurance, which we believe was a major contributing factor in our dual success at the Car Dealer Power Awards this year," he added.

Mr Chandarana continued "While any kind of acknowledgment is always welcome, the recognition of our peers and customers is particularly important to us. To win in two key categories this year is something we're extremely proud of, and AutoProtect is working on new developments all the time to continue to benefit dealers and customers alike".

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