



## *The Pro Certified Lifetime Program can benefit your bottom line!*

The warranty drives more traffic and vehicle sales, while the wrap delivers additional F&I income to your dealership.

### STAND OUT

Differentiate yourself in the marketplace and create a tremendous competitive advantage.



### SELL MORE CARS

A Lifetime program is a powerful opening statement and an effective closing tool that offers valuable peace of mind to buyers.



### INCREASE REVENUE

The profits generated by a Lifetime program may far exceed what could normally be accumulated.



### MORE F&I DOLLARS

With our Lifetime Wraps, dealers typically experience higher profit per vehicle and increased service contract penetration.



### SERVICE RETENTION

Establish long-term relationships with customers while increasing repeat business for your service department.

