



# Program

## What Is it?

The Professionals' Choice Service Center Program offers features to help grow customer base, increase customer loyalty, and assists in all aspects of the service center business.

There are two levels of membership available. **Gold Level** membership receives the 24 month/24,000 mile warranty and **Platinum Level** membership receives the 36 month/36,000 mile warranty.

## What Does The Service Center Receive?

The service center will receive a Welcome Kit which includes:

Enrollment for the service center as a 24 month/24,000 mile or 36 month/36,000 mile Warranty provider

Marketing Material for the Nationwide Warranty Program

Slip-N-Grip Samples

Professionals' Choice Swag

## Features

Nationwide 24 month/ 24,000 mile or 36 month/ 36,000 warranty piece of mind for the car owner customer.

Local Labor Claim Program for when the car owner returns to the original repair shop within the warranty period.

Roadside Assistance for the car owner.

ASE Certification Reimbursement for Technicians and/or the shop owner.

## Nationwide Warranty



- *Platinum Level Members - 36 months/ 36,000 miles*
- *Gold Level Members - 24 months/24,000 miles*

## 2-Year Roadside Assistance Program



- *Price included in the cost of the Nationwide Warranty*
- *For assistance with the Nationwide Warranty or Roadside Assistance Program, contact the Warranty Administrator at (866) 841-8963*

## Local Labor Claim



- *Platinum Level Members - six (6) claims at \$75/3 hours max*
- *Gold Level Members - three (3) claims at \$50/3 hours max*
- *Reimbursements are paid by your local Professionals' Choice supplier*

## ASE Reimbursement



- *ASE certification test reimbursement*
- *Platinum Level Members - \$50 for each test completed*
- *Gold Level Members - \$35 for each test completed*

For More Information:

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## **Delphi online training classes**

- Online based training for all areas of the shop
- Featuring interactive modules, webinars, tests, and how-to's



## **Location Finder - Coming Soon**

- Allows customers to search by zip code and view nearby Service Centers
- Includes Service Center address, contact information, hours of operation



## **Synchrony Car Care Financing**

- Enroll by visiting [syfenroll.com](http://syfenroll.com) and using campaign code "Professionals' Choice" or calling 1-866-209-4457 and mentioning Professionals' Choice.



## **UpSwell Marketing**

- Special pricing on direct mail, online advertising, social media campaigns, and digital marketing solutions
- Contact Josh Davidson at 470-531-1806 or [jdavidson@upswellmarketing.com](mailto:jdavidson@upswellmarketing.com) for more information

## **Slip-N-Grip Interior Protection Samples**



What's Included

## Marketing Material for the Nationwide Warranty Program



- *Brochures*
- *Pens*
- *Mouse pad*
- *Oil change stickers*

## Professionals' Choice Swag



**PLUS,**

**Platinum Level Members can choose one (1)  
NO CHARGE item below:**

- Oil change printer and stickers**
- Car Care TV digital menu board**
- Car Care Entertainment Television**



**What's Included Cont.**

# NATIONWIDE WARRANTY



## What is Covered?

The Professionals' Choice Service Facility warrants that the repairs and services performed at their location will be free from defects in materials and workmanship for 36 months/36,000 miles (Platinum Level Members) or 24 months/24,000 miles (Gold Level Members), measured from the date of the first repair and the odometer reading shown on the original repair invoice. If your customer is more than 25 miles from your Service Center and has a mechanical failure, they can contact the Warranty Administrator at **(866) 841-8963** to locate the nearest servicing facility.

- Air conditioning, heating and climate control systems.
- Brake system(s).
- Electrical system(s).
- Electronic engine management system and other on-board computer systems (engine, body, brake and suspension computers), cruise control systems.
- Emission control system(s).
- Engine cooling system(s).
- Engine performance or drivability services and repair.
- Exhaust system(s).
- Fuel system(s).
- Ignition system(s).
- Other minor repairs.
- Starting and charging systems.
- Steering/suspension systems, wheel bearings, CV axles and joints, half shafts and drive shafts.

- Covers repairs for 36 months/36,000 miles or 24 months/24,000 miles from the date of the initial repair.
- Covers parts and labor (with limits).
- Covers all new and remanufactured parts installed by a participating Professionals' Choice Service Center. Professionals' Choice suppliers reimburse the shop up to the charges on the original work order.
- Warranty Program includes towing (up to \$100) and rental car benefit. Car owner pays these and submits for reimbursement or shop adds to invoice. Must use approved tow provider.

The Professionals' Choice Service Center Program also offers Roadside Assistance to the car owner and is included with the Nationwide Warranty.

Should the Professionals' Choice Service Center customer's car break down for any reason, the car owner can call the Warranty Administrator at **(866) 841-8963** toll free for:

- Towing
- Battery jump-start
- Lock Out Assistance
- Flat Tire Assistance
- Fuel, Oil and Water delivery service (fluids are not covered and will be paid for by the car owner)
- During the Benefit Period of 24 months, this Program provides reimbursement of two (2) claims per 12-month period for covered roadside assistance service of up to \$100 per Covered Vehicle ("Benefit Limit").
- Car owner will pay provider of service for services provided. Car owner will submit to warranty company a claim for service provided and will be reimbursed by check for up to the \$100 limit per occurrence.

# LOCAL LABOR CLAIM PROGRAM



The Professionals' Choice Service Center Program offers a Local Labor Warranty for shop owners.

Platinum Level Members receive six (6) claims at \$75 an hour/3 hours max. Gold Level Members receive three (3) claims at \$50 an hour/3 hours max.

To be eligible for a local labor reimbursement, the service center must be a member of the Professionals' Choice Service Center Program. The service center must send the original receipt, the receipt for the re-repair, and the filled out Local Labor Reimbursement Form to their local Professionals' Choice supplier. All local labor claims are administered by Professionals' Choice suppliers.

The Local Labor Claim Program will cover the labor required to perform a warranty repair in the original shop, when the car is covered under the Nationwide Warranty. The Local Labor Reimbursement Program is used if the original repair has a mechanical failure and 1). the customer returns to the original repair facility within the covered time and mileage (25 miles) and 2). the failure is the result of a defective part that was installed.

Breakdowns that occur more than 25 miles from the original shop locations are covered by the Nationwide Warranty.

- Competitive labor rate - your shop will be reimbursed by your local Professionals' Choice distributor at the rate of \$50 or \$75 per hour. The warranty part should be returned to the Professionals' Choice parts supplier for warranty credit on the part.
- Timely reimbursement of labor costs by check or credit card.



# ASE CERTIFICATION REIMBURSEMENT



ASE Certification Reimbursement will be paid to qualified technicians and/or shops (if the shop paid the test fee). Proper documentation is to be mailed to 340 Poplar View Lane East, Suite 1, Collierville, TN 38017 or emailed to [info@professionalschoice.com](mailto:info@professionalschoice.com).

Reimbursement includes:

- Tests successfully completed at \$50 each for Platinum Level Members
- Tests successfully completed at \$35 each for Gold Level Members





# Platinum Level Membership



Add even more value to your shop by becoming a Platinum Level Member!

- 36 month/36,000 mile Nationwide Warranty
- \$75 an hour Local Labor Reimbursement
- \$50 per ASE test successfully completed

**And don't forget to choose one (1) NO CHARGE item below:**

**-Oil change printer and stickers (\$550 value)**

**-Car Care Pro TV digital menu board - 6 month subscription (\$800 value, \$59.95 a month afterwards) \***

- High-tech advancement of traditional menu boards, illustrating Car Care offerings with engaging 3D animations and motion graphics displayed in the service area.

**-Car Care Entertainment TV - 6 month subscription (\$800 value, \$59.95 a month after initial six months) \***

- Engaging television that entertains and educates customers while they wait. No negative news, offensive content or competitor commercials.

\*TV not included



# Program

The Professionals' Choice Service Center program levels the playing field with the big national service shops by giving you the ability to offer nationwide network service warranties like the competition. With over 35,000 network service centers nationwide, the Professionals' Choice Service Center program helps grow customer loyalty and increases business and product volume.

Learn more at  
[www.ProfessionalsChoice.com](http://www.ProfessionalsChoice.com)