

## AutoProtect Extends its Global Reach in the CV Market

AutoProtect is delighted to have a close working relationship with Daimler, which has strengthened and developed since AutoProtect's inception in 2004. The senior management of AP were delighted when, in early 2011, AutoProtect became a preferred provider to Daimler AG.

AutoProtect has been working with the management of the commercial vehicle sector of Mercedes-Benz UK since 2004 to develop the Mercedes-Benz Approved Used Commercials Mechanical Breakdown Insurance programme across the UK.

Following the successful co-operation in the UK, AutoProtect was approached in 2007 by Mercedes-Benz Used trucks (TruckStore, the European distribution arm of Mercedes-Benz Used Trucks). The aim is to provide all TruckStore customers across the entire EU with an identical pan-European warranty offering, regardless of where the vehicle was purchased.

The Special Risks division has been working with Mercedes-Benz to develop a multi-lingual claims handling proposition, which services this programme, handles claims 24 hours a day, 365 days a year, and provides service in every language of the EU. Following the successful launch of the TruckStore warranty in the summer of 2008, the programme has successfully administered and paid in excess of €10,000,000 in claims in more than 16 different countries.

AutoProtect's collaboration with Daimler was further strengthened in the autumn of 2008, as



AutoProtect's Special Risks Team

the Special Risks department began to work alongside the senior management of Mercedes-Benz Used Vans to build the Mercedes-Benz Used 1 warranty. This is an integral part of the wider Mercedes-Benz Used 1 marketing strategy, which offers a full and consistent aftercare package to all customers across the EU, with a view to becoming a global brand.

To date, the Mercedes-Benz Used 1 warranty has been successfully launched in the UK, Belgium, the Netherlands, Czech Republic, Greece, Italy, Portugal, Poland, Sweden, Romania and Turkey, with many more scheduled to follow within Europe and beyond.

The Special Risks team has also been working with Daimler on a number of smaller projects, such as the warranty programme for Unimog vehicles, which are the specialist Mercedes vehicles used by, for example, the German armed forces.

The senior management of AutoProtect is currently in discussions with Daimler markets further afield regarding future projects on both commercial vehicles and passenger cars... watch this space for further information.

