

The All New NIADA Certified Pre-Owned Vehicle Program

Built By Dealers ... For Dealers



Consumers want to feel confident when they purchase an automobile. In fact 65% of customers strongly desire a Certified Pre-Owned Vehicle when they purchase a used car.

Customers EXPECT peace-of-mind when buying a used automobile.

The Benefits of Offering a CPO From NIADA.

- Market research indicates the average dealer will increase their inventory turn 14% between 15-28 days by using a certified pre-owned program
- Improved gross revenue and increased profitability created by the sale of more vehicles
- Ability to compete with the franchise dealers offering their own CPO programs
- An edge on the competition – the NIADA CPO program is only being offered to NIADA approved dealers

Why Now?

NIADA has completely redesigned its program by partnering with an industry leading underwriter that is rated "A" (Excellent) by A.M. Best, the acknowledged authority for rating insurance companies. Through this partnership we offer:

- Multiple Vehicle certification options to better serve your customers
- Exceptional marketing support for your dealership including Point-of-Sale posters, brochures, window clings and more
- Initial and ongoing training for your sales team on how to sell NIADA CPO benefits
- Quick, reliable claims service paid directly by credit card
- 24-hour call center for constant access to our customer service representatives
- Optional upgrade to Extended Care or Extended Care Plus programs, providing longer terms and additional coverage for your customers and profit opportunity for your dealership

Even the Playing Field.

Today's NIADA Certified Pre-Owned program is designed to give you more options to better serve your customers, allow you to compete with manufacturer CPO programs, and provide state-of-the-art industry vehicle protection that will enhance customer loyalty for years to come. NIADA member dealers have been providing exceptional products and services in the automotive industry for more than 66 years in all fifty states and the new NIADA CPO program is another example of our commitment to quality customer service.

Enhanced NIADA CPO Program Details

Current Model Year + 14 Years

- 0 - 150,000 miles
- \$100 deductible
- No surcharges
- Seals and gaskets included

Terms Available:

- **3 month / 3,000 miles**
- **6 month / 6,000 miles**
- **12 month / 12,000 miles**

As low as \$125

The Consumer is Always Right.

And 65% of the time, they want a Certified Pre-Owned Vehicle. Give the consumer what they want. Become a NIADA Certified Pre-Owned Dealer today.

For questions and additional information, please call 1-877-310-0288, or email automotivesales@amtrustgroup.com