

AA Auto Protection Leads the Way in Compliance

Sweeping new changes in what used to be known as the auto warranty industry.

Newark, DE (WEB RELEASE) October 7, 2009 -- In an effort to protect consumers from predatory companies, the FTC recently announced sweeping changes in the extended service contract industry. Strict new regulations are in place to combat misleading sales practices by some companies such as robo-call telemarketing, failure to accurately disclose coverage and posing as the manufacturer of a vehicle.

To avoid confusion and help consumers better understand services being offered, these new rules also forbid the use of certain terminology such as “warranty” within the industry. This includes use in company names, marketing and related material. As a result, industry leader AA Auto Warranty is changing its name to AA Auto Protection effective immediately and is working closely with the Vehicle Protection Association (VPA) and other member associations to better level the playing field and make sure all participants abide by the new rules.

AA Auto Protection led the way in 2005 by being the first company to provide actual contracts for consumers to review online before purchasing. “We recognized years ago that the best way to make sure consumers fully understand exactly what they are purchasing is to show them the actual contract before they sign the agreement”, said Dan Rorapugh CEO and founder of AA Auto Protection. “As a result, we have one of the best track records in our industry with the Better Business Bureau for a company that has been in business as long as we have. Sure, any company can show up on the scene and get an A+ record for a period of weeks or even months, but can they maintain an excellent track record for an extended period of time? That’s the real question. Since our first day in business, we’ve refused to utilize the misleading practices which have given much of the industry a bad reputation. We were thrilled to learn of these new regulations and welcome the prospect of providing even better service, not just for our customers, but for anyone who protects their vehicle with an extended service contract.”

The Vehicle Protection Association (VPA) is a not-for-profit trade association representing firms that are active in the automotive service contract industry. Members include service contract marketers, administrators, payment processing companies, insurers, and software providers. The organization is committed to advocating regulatory compliance among member companies, educating consumers on their rights, protecting consumers, and otherwise ensuring the integrity of the automotive service contract industry. All members must pass a rigorous certification-audit process.

AA Auto Protection is a subsidiary of Guardian Web Company, LLC and services all 50 states. For more information, please call 1.888.222.4445 or visit AAautoProtection.com.