



# Press Release



National Independent Automobile Dealers Association

[www.niada.com](http://www.niada.com)

For Immediate Release

Contacts Information: Angela Ledbetter, NIADA  
[angela@niada.com](mailto:angela@niada.com) or (800) 682-3837

## NIADA Endorses New Certified Pre-Owned Vehicle Program...

Orlando, Florida (June 29, 2009) -- The National Independent Automobile Dealers Association (NIADA) this week endorsed a new certified pre-owned vehicle program for independent dealers, created and administered by NAC (National Auto Care).

The NAC certified pre-owned (CPO) program will only be available to NIADA members and will include a rigorous, itemized examination of the vehicle for sale. Vehicles, when certified, will be accompanied by a comprehensive three, six, or 12-month warranty backed by NAC, a fully-insured warranty company. Consumers and industry experts consistently report that CPO cars and trucks are higher quality, more reliable and more desirable than their counterparts because of the inspection and warranty process.

Pete Biscardi, president of NAC, which has written more than a million service contracts in 25 years of business said, "This is a program that signifies our commitment to the independent dealer network. We have strived to put together a quality program that will be beneficial to both dealers and their customers."

NIADA represents approximately 20,000 dealers who have frequently voiced the need for a program which satisfies the consumers' desire for vehicles which meet high standards.

"We've been researching this concept geared for independent dealers for the past several years," Linn said. "This CPO program combines the best elements possible. NAC is among the strongest and most reliable of warranty companies within the industry. Combining the warranty with an objective, certified inspection report, dealers will have access to a tool which allows them to fulfill the needs of discerning customers."

Linn recognizes many vehicles will not qualify for CPO, and encourages all member dealers to continue to work with their current service contract providers to insure all vehicles on their lot include coverage for the consumer.

A dealer meeting certified program criteria receives several benefits, NAC officials noted. Advertising gives dealers a visual advantage to draw more consumers who are

looking for a used vehicle and the average retail price of those vehicles is normally higher than a non-certified vehicle. The NAC program will allow independent dealers to compete with factory certification programs.

Dealers participating in the program will certify the vehicle in their own service department or work through a third party facility. Once the vehicle passes the inspection, the dealer applies to NAC for coverage and for certification approval. "Consumers will also have the opportunity to purchase a service contract which will provide additional protection for their automotive investment", said Keith Whann, NIADA General Counsel, who has also been working on this program for several years to assure legal compliance.

For more information and to take part in the program contact Christina Schrank at NAC at 800-548-1875.

### **About NIADA**

The National Independent Automobile Dealers Association (NIADA) <http://www.niada.com/>, founded in 1946, has represented quality independent automobile dealers for more than 60 years. NIADA assist's its members in becoming more successful within the used motor vehicle industry. Through membership in NIADA, members join with more than 20,000 other professional automobile dealers who share the dream of financial prosperity for their business. NIADA is the industry's legislative representative -- working each day to protect dealer and consumer interests. The association consistently brings forward valuable industry education and information along with services and benefits designed to prepare members for an ever-changing marketplace. As a consumer friendly association, automotive consumer information can be found on <http://www.autoconsumer.tv/>.

### **About NAC**

NAC is a fully-insured warranty company focused on the stability, security and success of its dealer partners. NAC handles service agreements, e-business, software solutions, guaranteed asset protection, training and consulting. The company has written more than a million contracts and has paid out over \$250 million in claims since its founding in 1984. <http://www.nacsolution.com/>.