

# ExtendedRoadside

Drive revenue and retention by connecting with your post-warranty customers

White label, configurable, plug and play motor club package designed to engage, support and delight customers.



## YOUR BENEFITS



**Brand Extension** Deliver on your brand promise through exclusive discounts, support and peace of mind.



**Drive Traffic and Revenue to Dealers** Support your dealer network with inbound tows.



**Re-engage Service Orphans** Bring post-warranty customers back into your maintenance and promotions ecosystem.



**Effortless** Full management of all aspects from set up to marketing to regulatory to customer communications.



**Scale** Ensure support with coverage in every zip code, robust systems and digital channels.



## CUSTOMER BENEFITS



**Roadside Assistance** Every zip code, every day, helping your customers get back on the road.



**Perks** Benefits for travel, dining and more surprise and delight.



**Consistent Experience** Toolkit and support extend brand promise when the warranty ends.



**Dealer Support** Guaranteed tow to dealerships who are empowered with tools to anticipate and support customers.



## How it Works

### ENROLLMENT

When a customer nears the end of their warranty period, **branded outreach** encourages enrollment.

### ENGAGEMENT

Stay top of mind with **branded fulfillment, services and perks** that support customers in and out of their vehicles.

### REVENUE OPPORTUNITIES

More than **85% of tows** are the result of **mechanical issues**. Capture these high value opportunities.

**\$650-\$1,100**  
AVERAGE REPAIR ORDER REVENUE

## About Agero

Agero's mission is to reimagine the vehicle ownership experience through a powerful combination of passionate people and data-driven technology. As the #1 B2B, white-label provider of digital driver assistance services, we're pushing the industry to redefine manual processes as digital, transparent and connected.

The company has over 150 million vehicle coverage points in partnership with leading automakers, insurance carriers and others. Managing one of the largest national networks of independent service providers, we respond to approximately 12 million service events annually. Agero, a member company of The Cross Country Group, is headquartered in Medford, Mass., with operations throughout North America. **To learn more, visit [www.agero.com](http://www.agero.com).**