

Zurich F&I Online

Engage more buyers.

Increase sales.

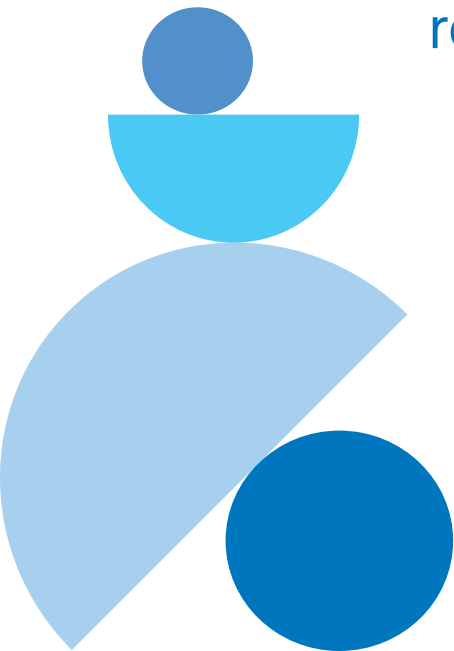
Grow profits.



Why It Matters

Buying a car should be exciting, not confusing! Many customers skip valuable protection simply because info is hard to find. With these strategies, you'll empower shoppers, boost sales, and build lasting relationships.

This guide is serves as a source of inspiration with fresh ideas to promote your F&I landing page. So dive in, test out new approaches, and see your results grow!



Make F&I Learning Easy with Zurich's Online Program

With Zurich F&I Online, customers can explore F&I product information anytime, anywhere—on their phone, at home, or at your dealership.

Why you'll love it:

- Happier, more informed customers
- Decreased time in the F&I office
- Higher sales potential
- Engages buyers before, during and after the sale
- No cost to you: Many of these resources are complimentary for Zurich F&I customers

Landing page features:

- Product videos, interactive brochures
- Trackable engagement metrics
- Simple website integration

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Attract Online Shoppers Before They Buy

Give your website “pit stops” for knowledge.

Dedicated landing page with Zurich F&I assets and videos

Why a Vehicle Protection Plan?

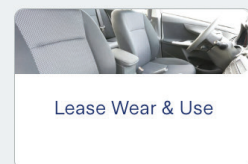
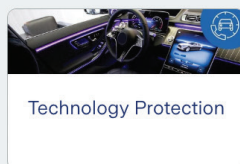
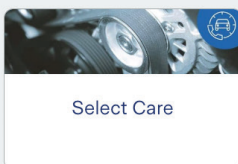
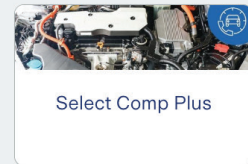
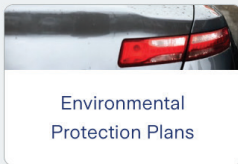
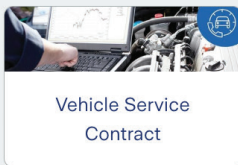


While a manufacturer's warranty can protect you against certain breakdowns, true peace of mind comes from knowing you're covered beyond the warranty period. Zurich's protection plans are designed to protect you from paying for costly repairs, alleviate stress, and keep you and your vehicle on the road.

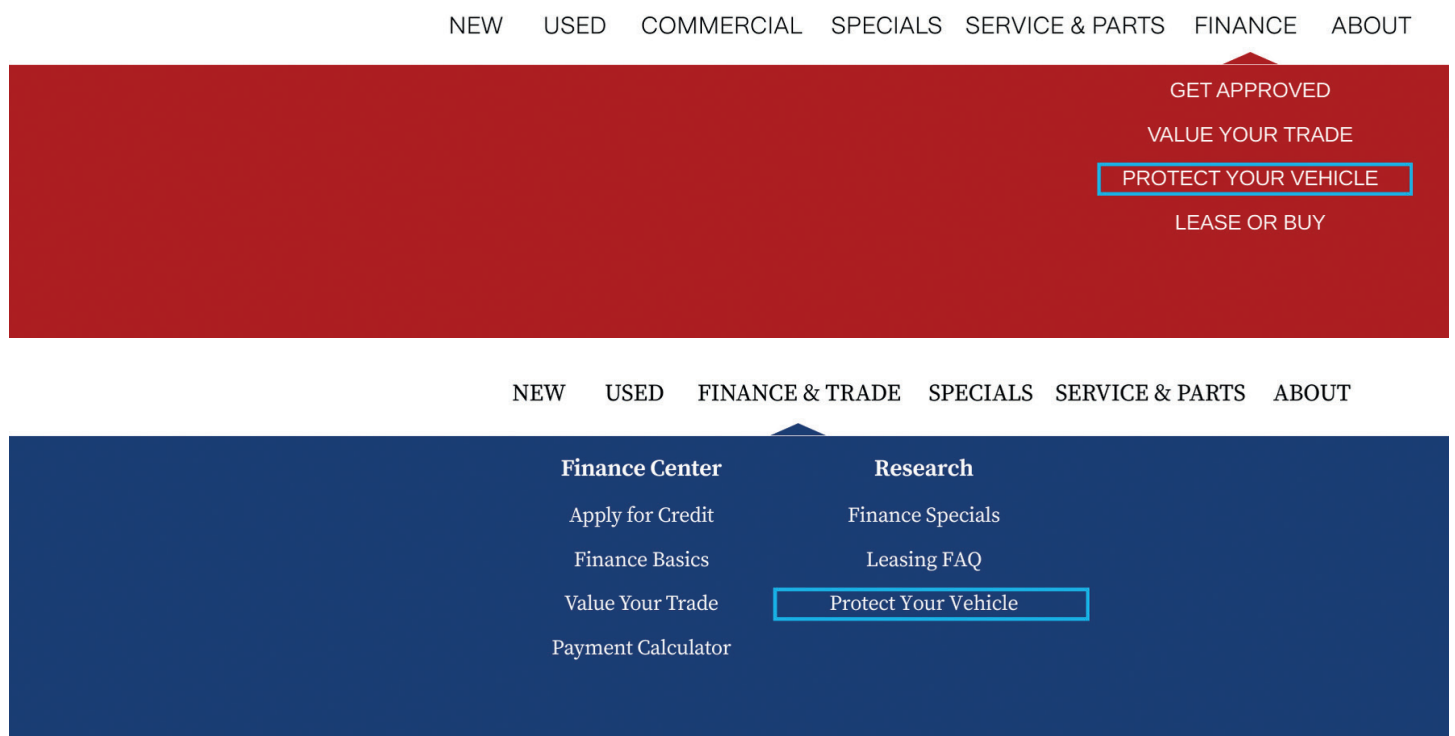


Denotes Roadside Assistance Included

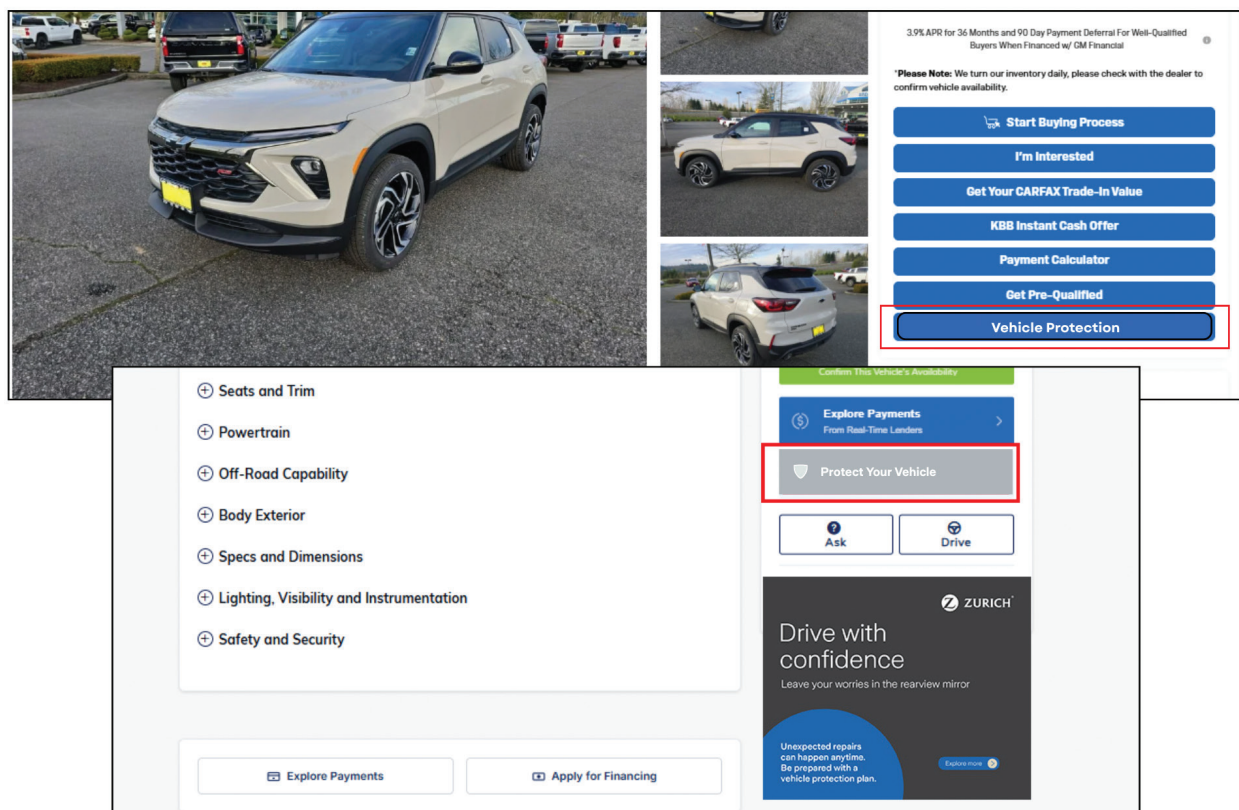
For more information on the individual protection plans, please click on the options below.



Add easy-to-find links for “Finance,” “Shopping Tools,” or “New” to the navigation.



Include links on Vehicle Display Pages (VDP) for seamless shopping. This allows consumers to click and view product information as they are researching vehicle models and available options.



Banner ads: Drive consumers to your Vehicle Protection Products landing page by promoting it on various pages within your site such as the home page, search details, service and more. Sometimes customers don't realize what they are looking for until you show them. Banner ads in a variety of sizes are available through Zurich.

ZURICH

Drive with confidence

Leave your worries in the rearview mirror

Unexpected repairs can happen anytime.
Be prepared with a vehicle protection plan.

Explore more >

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ZURICH

Vehicle repairs can be unpredictable. Your coverage shouldn't be.

Stay ahead of unexpected costs with a vehicle protection plan.

Discover more >

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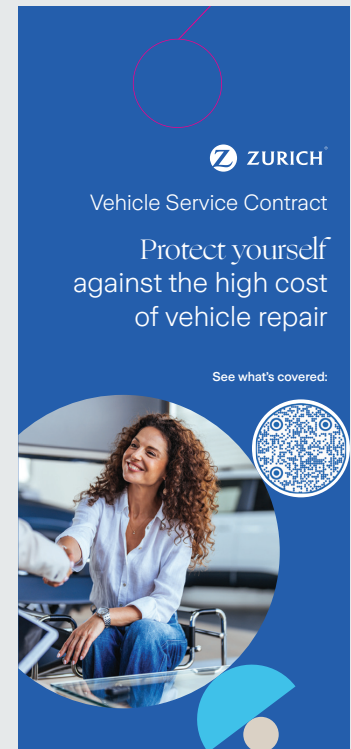
Discover more >

2

Create Memorable In-Store Experiences

Transform wait time into discovery time!

Display window clings and hang tags with QR codes that link to your Vehicle Protection Products landing page.



Place posters and banners in showroom and service areas to promote F&I products and feature a QR code that links to your landing page.



Use Zurich-provided tabletops and posters displaying the **ConsumerAffairs** star rating for Zurich's protection products. These can help show the value of your F&I products.

Top-Rated Protection—Backed by Real Results



Zurich Vehicle Service Contracts help protect you from unexpected repairs—backed by top ConsumerAffairs ratings and over \$1.1B in mechanical breakdown claims paid from 2021-2025.

"I'm very happy with the coverage and glad I chose Zurich—repairs today are expensive, and this gave me peace of mind. I've had three occasions where repairs were necessary. My overall experience with Zurich earns them high praise based on the seamless service."

— Verified Customer, Iowa



Overall Satisfaction Rating



Detailed brochure for each product. Maybe this is the consumer's first visit and they are not ready to buy. When you use Zurich-supplied files to print brochures, you can make product information available even after they leave. Each brochure includes a QR code that links to the appropriate product information.



Select Protection

A bundle of services and protection against unwelcome incidents



The Select Protection Plan provides worry-free ownership by covering the repair of unfortunate mishaps such as minor dents and dings, tire or wheel damage, and windshield chips.

This protection helps you maintain your vehicle's value and keep it looking new. Flexible benefit combinations are available so you can select the coverages that best suit your driving needs and budget.



Emergency Roadside Assistance

24/7 emergency roadside assistance coverage for services such as towing, flat tire changes, gas and fluids delivery, battery services, and frozen lock and lockout services – up to specified limits per disbursement.

Your tailored plan could include the following vehicle protection options:

Tire & Wheel Protection

Provides tire and wheel repair (or replacement) due to damage caused by common road hazards. Coverage includes potholes, nails, glass, debris, metal and wood.

Alloy Wheel Repair

Keep your alloy wheels looking new. Coverage includes surface and cosmetic repair – for affected area or scratches 1/8" or greater.

Paintless Dent Repair

Covers dents and dings to your vehicle's exterior. Coverage includes dents and dings to the vehicle's interior vertical and horizontal panels, and dents no larger than 4" in diameter.

Key Replacement

Helps offset the cost of your vehicle key fob replacement. Coverage includes replacement of key fob if lost, stolen, damaged or destroyed. Alternative transportation reimbursement may also be covered.

Windshield Repair

Coverage for minor cracks and chips caused by road debris. Coverage includes cracks less than 6" long, chips less than 3/4" in diameter, and a maximum benefit of \$500 during term of plan—regardless of number of claims.



Scan to see additional coverage details



Vehicle Eligibility

Gas combustion, hybrid and electric vehicles



Most makes and models, ask your dealership representative for further details.

Zurich 7045 College Boulevard, Overland Park, Kansas 66211-1523

This is intended as a general overview of Zurich's Select Protection service contracts. Certain restrictions and exclusions apply, and coverages may differ in certain states. Please consult your service contract for detailed terms and conditions. Universal Underwriters Service Corporation (UUSC), an individual member company of Zurich in North America, is the issuing service contract provider and administrator in all states except Florida. In Florida, the issuing provider and administrator is Vehicle Underwriters, Inc. (VU), License #00133, in California and New York, UUSC operates under its d/b/a UUSC Service Company (U.S. License #00133).

All motor club key and emergency roadside service benefits are provided by and are the obligation of Safelite Motor Club, Inc. Safelite is not affiliated with individual member companies of Zurich in North America. Certain benefits are administered by Vehicle Administrative Services (VAS). VAS is not affiliated with individual member companies of Zurich in North America.

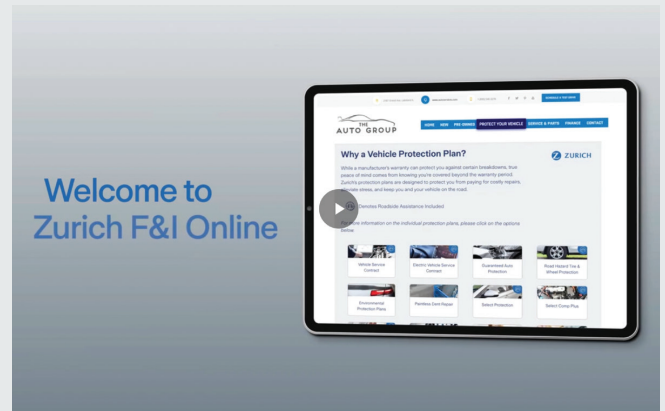
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Make the F&I Office Welcoming

Help customers explore at their own pace.

Tablets or monitors offer customers the ability to explore your available products on an iPad, desktop or their mobile device while waiting at your desk.



Desktop laminates and take-home brochures with QR codes. Use these point-of-sale tools when presenting the F&I products to consumers and invite them to scan the QR code and follow along during your presentation.

AVOID UNEXPECTED, COSTLY REPAIRS DOWN THE ROAD

- Electrical
- Technology & Sensor Systems
- Mechanical
- And more!

BENEFITS INCLUDED WITH EVERY PLAN:

- 24 x 7 Roadside Assistance
- Transportation Reimbursement
- Trip Interruption Coverage

ENJOY A MORE WORRY-FREE OWNERSHIP EXPERIENCE

- Three plan levels to choose from
- Coverage available for most makes and models
- Claims paid directly to repair facility
- Repair your vehicle at our dealership or any ASE-certified repair facility
- Multiple term and mileage options available to meet your driving needs and budget!

CHECK OUT ALL OUR PLANS!	COVERS ENGINE & TRANSMISSION	ADDS ELECTRICAL & A LOT MORE COVERAGE	ADDS TECHNOLOGY & TRIP INTERRUPTION
Engine	X	X	X
Transfer Case	X	X	X
Transmission	X	X	X
Cooling	X	X	X
Suspension	X	X	X
Steering	X	X	X
Brakes	X	X	X
Heating & Air Conditioning	X	X	X
Electrical	X	X	X
Computer System	X	X	X
Computer Control Systems	X	X	X
EV/Plug-in Hybrid Vehicle Battery	X	X	X

Why do vehicle owners purchase VSPs?

- Peace of mind - stop the money out of pocket for repairs
- They want to have protection after the manufacturer's warranty expires, allowing them to keep their vehicle longer and save money
- Guaranteeing roadside assistance and reimbursement for repairs gives them confidence they are taken care of whenever the road takes them.

Fast Facts

- There is more technology in a single door today than there was in an entire vehicle 20 years ago.
- Technology is so advanced that both a computer programmer and auto technician are needed for repair work.
- The cost of owning and operating a vehicle averages \$800 per year (AAA).
- More than \$175 million claims paid in 2012 by Zurich, one of the largest providers of vehicle protection products in the United States.

Scan to visit our Vehicle Protection Product page for the features and benefits of all our other available vehicle protection products.

Claims Paid posters showcase the strength of Zurich and highlight not only the claims that Zurich has paid for the past 5 years, but also how much your customers have saved at your dealership.



Over \$1.1 Billion in Mechanical Claims Paid – and Counting!

With repair costs rising, protection matters more than ever. Backed by over \$1.1 billion in claims paid since 2021, Zurich Vehicle Service Contracts help deliver a worry-free ownership experience.

Since we first started working with Zurich we've delivered more than \$21 million in savings to our customer including \$12.9 million in the last five years!



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Showroom videos engage customers by displaying product videos in your waiting areas.



- ✓ Engine
- ✓ Drivetrain
- ✓ Electrical
- ✓ Heating & Cooling



Stay connected after the sale

Don't let “no” be the end! Keep the conversation going.

For customers who did not make a product purchase, an after-the-sale strategy can help generate incremental business down the road.

Follow-up emails and texts personalize emails to the consumer, offer additional info, and thank them for coming in. Always provide a link to your Vehicle Protection Products landing page in all correspondences.

 Send	To	
	Cc	
	Bcc	
	Subject	
Select a Label ▼		

Mr. and Mrs. Smith,

Thank you for choosing John Smith Auto Group and placing your trust in us for your vehicle purchase.

We understand that our customers appreciate the flexibility to explore ways to protect their new vehicle at their own pace and convenience.

To support you, we've created an online Vehicle Protection Portal. By following the link below, you can discover a range of valuable products and features designed to help keep your vehicle looking and performing at its best for years to come.

Feel free to visit the portal at any time, and don't hesitate to reach out if you have any questions.

Thank you once again for your business. We look forward to assisting you with your vehicle delivery!

Friendly phone calls: Call to check in, inquire about their interest in F&I products and build customer loyalty. Follow up with a text thanking customers, with a link to your landing page.

Ownership journey emails: Automated messages at key milestones explain relevant F&I products with links to your Vehicle Protection Products landing page.

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Drive sales through social media

Meet shoppers where they are—online!

Promote the F&I products you offer consumers through creative social media posts. Highlight the features and benefits that will resonate with your target audience. The call to action should be to visit your F&I Online landing page.

- **Share regular posts:** Zurich can provide you with a variety of social media content that helps highlight product benefits and features.
- **Use images, videos, and stories:** Share vivid imagery and videos that capture the viewer's attention and interest in the products.
- **Try polls and Q&As:** Spark conversations, discover what matters to consumers and what worries them most about vehicle ownership. F&I products might fit the bill!
- **Feature real customer stories:** Showcase how an F&I product helped a consumer with a repair, made the process easier, etc.



Quick tips for success

Mix **in-store and digital strategies** for the best results.

- **Make it easy** for customers to find and understand your F&I products. Add Zurich F&I Online to your website. It's easy and available at no cost to your dealership.
- **Stay consistent:** Regular promotion keeps your F&I products and landing page top-of-mind. **Remember:** It can take seeing a marketing message at least 7 times before a consumer is likely to consider a purchase.
- **Use Zurich's resources:** Banners, graphics, posts, and more! We offer a variety of tools and resources that can help generate interest in vehicle protection products.



Visit the Vehicle Protection resource page for more information on the products we offer, including:

- Vehicle Service Contracts
- Road Hazard Tire & Wheel Protection
- Select Protection Bundle
- Guaranteed Auto Protection (GAP)
- Environmental Protection Plans
- Paintless Dent Repair
- Technology Protection
- Key Replacement
- Select Care
- Prepaid Maintenance
- Prepaid Maintenance *PLUS*
- Universal Security Guard
- Select Comp Plus
- Lease Wear & Use

Ready to purchase? Ask your dealership representative for more details!

Zurich

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