



## ProPledge helps build your business.

- Make more money—customizing generates high-margin gross profits.
- Provide quality assurance to your customers with an industry-backed warranty program offered at no additional cost to you or your customers.
- Sell the appearance and performance accessories your customers want—with complete confidence.
- Turn up the “wow” factor, increase traffic and generate showroom excitement.
- Increase customer satisfaction. Stylized vehicles enhance your customers’ ownership experience.
- Turn your dealership into a powerful, competitive force. Uniquely accessorized vehicles can’t be shopped at other stores.



## Warranty protection, restyled.

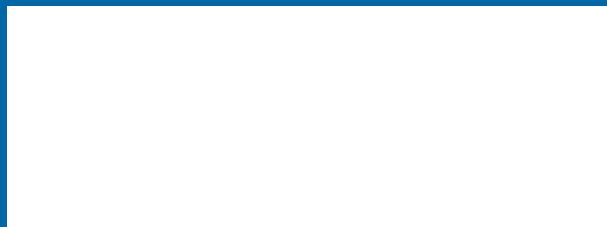
Capture your share of the booming accessory market with help from ProPledge.

- Boost sales and increase profits.
- Offer head-turning accessorized vehicles and specialty products with confidence.
- Build customer loyalty and satisfaction.

Contact your local ProPledge installer to get started.



### QUALITY ASSURANCE WARRANTY



Need to find a participating installer near you?  
 Email [propledge@motormediainc.com](mailto:propledge@motormediainc.com)  
 or mail to SEWA, 1575 S. Valley Vista Drive, Diamond Bar, CA 91765  
 Phone: 818/248-4449

*Increase profits and customer satisfaction.  
 Grab your share of the booming accessory market.*



### QUALITY ASSURANCE WARRANTY



## Sell more vehicles. Increase gross profits.

Capture your share of the \$32 billion accessory market.

Your customers want more than just a new vehicle: They want a customized ride they can call their own—that's why vehicle owners who accessorize spend an additional \$1,000-\$3,500 per vehicle annually on automotive accessories.

You want to sell more than just cars and trucks: You want to provide a unique ownership experience that will build customer loyalty and repeat purchases.

Now it's easier than ever to help customers personalize their vehicles and strengthen your sales with **ProPledge Limited Warranty\***, an industry-backed guarantee that offers comprehensive warranty protection on all covered products for 36 months or 36,000 miles. By providing this added value to your customers, you'll enhance their ownership experience—**and boost your profits!**

### The ProPledge Promise.

ProPledge Limited Warranty was created by the Specialty Equipment Warranty Alliance (SEWA), a subsidiary of the Specialty Equipment Market Association (SEMA), to assure total support and seamless warranty coverage for vehicle owners and new-car dealers who offer customized vehicles. With ProPledge, you can be sure that the participating product manufacturers and installers stand behind one unified warranty—that's the ProPledge promise.

### One Guarantee Covers It All.

When you offer products and installation services from participating ProPledge-member companies, you and your customers are completely protected. Here's how it works:

- Accessories installed through your dealership with ProPledge are guaranteed to be free of defects for 36-months/36,000-miles.
- If your customer experiences an installation or product defect, neither you nor your customers incur any out-of-pocket expenses for labor and accessory repair or replacement.\*
- SEWA will back all outstanding warranties in the event that a participating manufacturer or installer is unable to fulfill its outstanding warranties.\*\*
- ProPledge includes a professionally staffed Customer Service Center to assist your customers with their ProPledge warranty needs.
- Your dealership is provided product liability coverage as "additional insured" in the liability policies of participating manufacturers and installers.

\*Covers the repair or replacement of a defective covered product or the re-performance of defective installation work at no cost to you during the warranty period.

\*\*Installation coverage on new- and used-vehicles up to three model years older than current model year.

### Enhance Your Customers' Ownership Experience.

The ProPledge Warranty includes the following product categories:

- Auxiliary lighting
- Bedliners
- Cat-back exhaust systems
- Custom wheels (excluding tires), maximum 22"
- Grille guards/brush guards
- Grilles
- Ground effects/wings
- Leather interiors
- Mobile electronics
- Roof treatments (sim cons/vinyl tops)
- Running boards/side steps
- Seat heaters
- Sunroofs
- Suspension systems/lift kits, maximum 4"
- Tonneau covers
- Trailer hitch wiring
- Trailer hitches
- Truck caps

**Ask your ProPledge installer for details on additional products that may be available.**