



**Automotive Research LLC a division of Platinum Warranty Corporation, increases manufacturer, dealer and consumer communication with innovative programs to increase CSI at no charge to select dealers**

*Automotive Research LLC answers manufacturer demands of dealers to increase their CSI or receive a lower allocation! Programs offered increases partner CSI and repeat business with a dealer business development center.*

Cleveland, OH ([PRWEB](#)) September 10, 2004 -- PWC Headquartered in Cleveland, Ohio launches an innovative program designed to increase dealer CSI, allocation, cash flow and repeat business.

The Dealer Business Development Center staffs agents working on behalf of select dealer partners to provide direct mail and telephony services to complete CSI forms and address any issues that may arise.

"Many dealers during the pilot program even provided us with customers that didn't get loan approval or didn't buy ancillary products", states PWC. "During those contacts we are able to process through our partner network loans and market products that drive profits back to the dealer on every sale" Anthony J Hodel-President/CEO

"There was a dramatic increase in backend product awareness and sales, along with increased loan approvals with no discount fee charged to dealers," "The concept boils down to compliance, good data and truth in numbers, more contacts at no overhead..it's a win-win for all of us" states Matthew Portner-COO.

Many dealers expect this program to increase backend sales, service and repeat business since calls are made on behalf of the partner to comply with the do not call polices.

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**Contact Information**

**Anthony J Hodel CEO**

PWC

<http://www.automotive-research.org>

800-692-5397 ex 3001

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