

Endurance Introduces All-New Breakdown Protection Plan with Maintenance

One-of-a-Kind Vehicle Service Contract Offers \$3,500 in Maintenance Value, Plus Unrivaled Eligibility

CHICAGO ([PRWEB](#)) January 13, 2021 -- Are you overdue for an oil change? If you're like most American drivers, you could have missed your last manufacturer's maintenance interval—or even skipped it altogether. Many admit that it's difficult to remember when to service their vehicle, or worse—that it's an unnecessary expense that they just can't afford. According to AAA*, it costs about ten cents per mile driven to maintain a standard sedan, and that can add up to nearly a thousand dollars per year for each car owned. These costs quickly multiply for multi-car households.

Manufacturer-recommended maintenance has been a financial burden for many modern drivers—until now. [Endurance](#) has expanded upon its two decades of national leadership in breakdown coverage by introducing EnduranceAdvantage™—a comprehensive vehicle protection plan that covers costly breakdowns plus provides up to \$3,500 in maintenance benefits. The plan not only protects drivers from major, unexpected failures that can arise with a vehicle's engine, transmission, air conditioning and other mechanical parts; but also includes maintenance items like oil and filter changes, brake pad and wiper replacements, and other routine services.

“Following the pandemic, drivers report that they're driving less and their cars are sitting idle—which increases the risk of breakdowns,” said Paul Chernawsky, co-founder and CEO of Endurance. “Couple this change with drivers holding onto their vehicles longer, and maintenance is even more critical to preventing a costly mechanical issue.”

Chernawsky added, “For the first time ever, Endurance covers regular maintenance and protects drivers from the extremely high cost of unexpected breakdowns, which is critical when a vehicle's factory warranty has run out. These maintenance benefits deliver immediate value at a time when Americans need economic relief the most.”

MAINTENANCE MADE EASY

EnduranceAdvantage provides the personalized breakdown protection and affordable pricing that Endurance customers have come to know and trust, plus 20 routine maintenance and everyday driver benefits totaling up to \$3,500. This includes oil and filter changes, tire rotations, brake pad and wiper replacement, battery replacement, and other benefits tailored to a driver's specific vehicle. The maintenance value alone makes the protection plan a worthwhile investment for all drivers.

[Andrew Giorgi](#), Army Veteran and owner of ASE- and [RepairPal](#)-certified repair shop [Midwest City Auto](#), warns against neglecting routine vehicle maintenance. “I see it all the time: a customer doesn't keep up with their regular maintenance and it leads to a breakdown—or worse—disqualifies their warranty. With breakdown coverage plus maintenance, EnduranceAdvantage is the total protection package.”

UNRIVALED ELIGIBILITY

Outside of maintenance benefits, EnduranceAdvantage serves drivers who may have been ineligible for a vehicle protection plan in the past. The latest National Household Travel Survey** conducted by the U.S. Department of Transportation reported that households are holding on to their cars, trucks, and vans longer – an average of 10.5 years. It's often difficult to find comprehensive breakdown protection for higher mileage

vehicles, exposing those drivers to the extremely high cost of a mechanical failure. For the first time, Endurance offers coverage for any vehicle under twenty years old—no matter how many miles it has. Unlimited mileage with EnduranceAdvantage means that Americans who choose to drive vehicles for longer are shielded from the financial burden of a breakdown.

Outside of mileage, drivers who need their vehicles for commercial use or have a salvage or rebuilt title have traditionally been presented with a long list of exclusions—or simply denied coverage. These limitations often extend to tire modifications, lift kits, and Canadian Grey Market vehicles. EnduranceAdvantage has coverage options for these auto owners' unique needs which translates to expanded eligibility for more drivers on the road.

WINTER IS HERE – ARE YOU PREPARED?

When the seasons change, routine maintenance is critically important for the safe and reliable operation of every vehicle. Extreme changes in temperature can take a toll on fluids, rubber, and other car parts. Andrew provided this maintenance checklist and recommends visiting a certified mechanic to prepare your vehicle for winter driving:

- 1) CHANGE THE OIL—Lower viscosity oil in colder months enables oil to move more freely in the engine.
- 2) CHECK ALIGNMENT—Annual alignment checks help prevent uneven wear patterns on a vehicle's tires.
- 3) ROTATE TIRES—Following the recommended tire rotation schedule increases tires' lifespan by 10,000 miles.
- 4) REPLACE BRAKE PADS—Replacing worn pads can help you avoid costlier repairs down the road.
- 5) REPLACE WIPERS—Worn wipers can damage your windshield and be dangerous during harsh, icy weather.

Don't drive another day without auto protection from the experts at Endurance. Visit enduranceadvantage.com to learn more about the EnduranceAdvantage plan and request a free, personalized quote.

SUGGESTED TWEET

Want to save on costly repairs and keep \$3,500 worth of maintenance expenses in your wallet? For the first time, experience @Endurance breakdown coverage PLUS maintenance in one unrivaled protection package. Learn about the all-new EnduranceAdvantage plan: enduranceadvantage.com

ABOUT ENDURANCE VEHICLE PROTECTION

Founded in 2006, Endurance Vehicle Protection is the nation's premier provider of vehicle service contracts. Endurance has kept pace with driver's needs for nearly two decades, offering [award-winning service](#), the exclusive Elite Membership, and groundbreaking protection plans like EnduranceAdvantage which offers unrivaled eligibility and maintenance benefits. Winner of the 2021 Women's Choice Award and recognized by Inc. 5000 as one of the fastest-growing companies in America, Endurance protects thousands of drivers each day from the extremely high cost of auto repair bills. Learn more: endurancewarranty.com

SOURCES

*AAA 2019 Your Driving Costs Report <https://newsroom.aaa.com/asset/2019-your-driving-costs-brochure/>, annual maintenance cost estimate based on average cost per mile for a large sedan and 10,000 miles driven annually

**2017 National Household Travel Survey <https://nhts.ornl.gov/>



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