

## **Wise F&I Launches an Automotive Tire & Wheel Program**

*Wise F&I, an automotive ancillary product company, is expanding their product suite to include TIREWise a tire and wheel protection program.*

([PRWEB](#)) March 10, 2016 -- Wise F&I is expanding their product suite to include [TIREWise](#), an automotive tire and wheel protection program. A tire and wheel protection program helps to cover consumers from the expense of road hazard damage to their tires and wheels (rims). Road hazard damage can be caused by hitting a pothole, running over a nail or hitting debris on the road. Any of these instances can cause expensive damage to the consumer's tires and/or wheels. To help protect the consumer financially, TIREWise offers coverage for the tire and wheel, along with additional benefits including: mounting and balancing, 24 hour roadside assistance, rental car reimbursement and trip interruption.

“By offering a tire and wheel protection program we will provide a beneficial product to the consumer for their vehicle, and also round out our product offerings for our agents, dealers and lender partners,” said Matt Croak, President, Wise F&I.

Wise F&I's suite of products include: TIREWise, GAPWise, WiseCARE, THEFTWise, WiseTVP and KEYWise. All Wise F&I products are available for electronic contracting.

### About [Wise F&I](#)

Wise F&I has a long history of success in the automotive finance and insurance space, initially specializing in Guaranteed Asset Protection (GAP) then expanding over the years to now include a full array of F&I products including: Tire and Wheel Protection, Appearance Care Service Contracts, Theft Deterrent Systems, Vehicle Service Contracts, Key Replacement and other ancillary products. Wise F&I branded products are marketed through independent agents to automotive dealers. Additionally, Wise F&I supports private label programs and strategic partnerships with automotive lenders and finance companies on both a national and regional basis. All products are fully compliant and underwritten by an A- rated (or better) insurance carrier.

With 25 years in the industry, Wise F&I's experience allows the delivery of complete contract origination solutions supported by efficient and accurate claims and cancellation processing. With a focus on building partnerships, and a priority on customer service, Wise F&I is the F&I provider of choice.



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