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Extended Warranties for New and Used Cars in Emerging Global Markets by
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Extended Warranties for New and Used Cars in Emerging Global Markets investigates the market for extended warranties linked to sales of new and used passenger cars to consumers in ten important global markets. In total, Finaccord has calculated that across all ten countries this sector was worth in the region of USD 615 million in 2011 in gross written premiums and other revenues.

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Based on a survey of 765 dealers in Argentina, Brazil, China, India, Indonesia, Mexico, South Africa, South Korea, Taiwan and Thailand plus an investigation typically covering between 30 and 40 automotive brands in each country, the study delivers unique insights into the market for extended warranties for passenger cars bought by consumers, with fully comparable and standardised market values split between new and used cars.

In addition to this market data, the survey measures the propensity of dealers to work with independent extended warranty providers as well as those tied to manufacturer brands, it reports on customer take-up rates for extended warranties at the point of sale, it identifies the leading non-tied providers used at the point of sale, and it describes the partnerships in place between manufacturer brands and extended warranty providers.

The report and the PartnerBASE, which accompanies it may be used in one or more of the following ways:

- understand the current size and future potential of the market for extended warranties in ten of the most important growth economies in the world;
- appreciate how this opportunity breaks down between extended warranties for new and used cars;
- benchmark the degree of competitive intensity recorded for distributing extended warranties through the point of sale, and see where dealers are most open to working with non-tied partners;
- identify the foremost competitors in each country: have international companies such as Allianz, Assurant, AXA, MAPFRE and The Warranty Group established themselves in each market, or do national providers predominate?
- evaluate the potential for establishing partnerships with manufacturers and importers for branded or endorsed extended warranty schemes across these ten key markets. Industry Analysis

For more information kindly visit :

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Or

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