

PRESS RELEASE

APRIL 10, 2014



Sonsio Celebrates 30th Year Anniversary as Nation's Largest Provider of Warranty-Based Products and Services to the Automotive Aftermarket

Sonsio, Inc., a leader in nationwide mechanical warranty and tire and wheel road hazard programs, announced today that April 2014 marks the company's 30th year anniversary of its founding.

Thirty years ago, Sonsio's founder William "Bill" Richard Paul Jones, established Sonsio (originally named Warranty Service Systems, Inc.) on a basic premise... that you must take care of the customer. And to do that, you must guarantee your offering, do it where ever the customer is, and whenever they have a need. With their first client, Shell Oil Company, Sonsio focused on the customer and that focus has delivered a tremendous advantage to all their clients, including Shell, who remains a valued client 30 years later.

Sonsio remains a privately owned business, and is now under the leadership of Bill Jones' son, David Jones. President & CEO David Jones said, "Maintaining a business for three decades is a challenging undertaking in any industry – and in a service organization specifically, it demands the ability to stay ahead of emerging technologies as well as customer needs. We could not have achieved this significant milestone without the support of our dedicated customers, vendors, and each one of the team members here at Sonsio. Our sincere thanks to all who have granted us the privilege of serving them for the last thirty years. We look forward to continuing this legacy for many years to come."

Who is Sonsio?

Today, Sonsio programs protect more than 79 million vehicles with repair specific coverage and over 38 million tires with their road hazard protection programs. Importantly, customers recognize Sonsio's network of tire and repair facilities as the standard for coast-to-coast protection and peace of mind for the services and products sold. Sonsio helps over 55,133 different automotive repair facilities throughout the United States and Canada distinguish themselves in their marketplace with our proprietary warranty-marketing methodology.

Who Trusts Their Business to Sonsio?

The largest independent repair chains, tire retailers and dealer networks depend on Sonsio to bring the most efficient and customer-friendly processes for their customers. An exceptional Customer Care Experience is an essential part of all Sonsio programs. Sonsio has created and managed nationwide warranty and labor reimbursement programs for thousands of facilities including those of the largest automotive aftermarket parts suppliers, multiple dealer associations, numerous retail chains, and many independent retailers. Sonsio warranty programs have generated millions of dollars of immediate profit for the dealer and tens of millions more from satisfied repeat customers.

To learn more about Sonsio, visit us at: www.sonsio.com, or contact us at by email at: sales@sonsio.com or toll-free at: 1.866.365.9230.