



ALPHA[®]
WARRANTY SERVICES

PROTECTING YOUR LIFESTYLE.™

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WHO IS ALPHA?

Alpha Warranty Services (Alpha) provides a full line of unique and valuable vehicle service contract programs. Alpha was founded in 2002 with a value system centered on integrity, dependability and providing the best service. These principles have led to consistent growth and helped forge long-term partnerships with industry leaders across the country. Alpha has repeatedly received recognition as one of the top VSC providers in the industry.

CEO Steve Rosenvall was introduced to the industry by his father, Craig. Craig had been working for a small third-party administrator who suddenly refused to play claims. Craig felt an obligation to fulfill the promises he had made to his clients. He coordinated with Steve, who was serving in the military in Afghanistan at the time, to start a company with the integrity to honor these contracts.

In addition to integrity, Alpha was formed for the long-term. To protect the lifestyles of our partners, Alpha vehicle service contract plans are underwritten by American Bankers Insurance Company, a member of Assurant Insurance, who hold an A.M. Best rating of "A" Excellent.

Alpha knows the importance of adaptability and meaningful innovation. We are versatile and constantly improving our programs, systems and service. Alpha has set new standards in the VSC industry with exclusive programs available only to our partners.

Valuing people over profit has led to many successful partnerships with both franchise and independent dealers in all 50 states. Some of these partnerships include the Ken Garff Group (9th largest in the nation) and Larry H. Miller (10th largest in the nation).

Alpha is committed to keeping our dealers, financial institutions, agents, and contract holders protected. We aim to deliver an unrivaled service experience for all our customers and business partners. This commitment has helped us earn the finest reputation in the industry.

ALPHA AWARDS



Top 3

Rated Vehicle Service Contract Company!

-Consumer Automotive Research



Top 3

Most Reliable Vehicle Service Contract Provider!

-The Consumer Auto Warranty Agency



Top 5

Vehicle Service Contract Provider in the Nation!

-CarsDirect.com



Top 6

VSC Provider Nationwide!

-Autos.com



Top 10

Best Vehicle Service Contracts!

-eHow



Sloan Award

Excellence in Workplace Effectiveness and Flexibility!

-Families and Work Institute