



## **PRESS RELEASE**

**March 2017**

### **American Auto Guardian, Inc. (“AAGI”) Unveils New Branding**

**Schaumburg, IL**– American Auto Guardian, Inc. (“AAGI”) has unveiled a new corporate brand, new logos for existing products, and an innovative new exclusionary vehicle service contract.

AAGI’s 2017 Product Launch included a three-day event in Scottsdale, Arizona, which commemorated 20 years in business by introducing select agents to a bold new look for the company and its product offerings. It also marked the debut of AutoGuard® Plus, AAGI’s best-in-class, system-based VSC designed to simplify programs for dealers and maximize coverage for consumers. The announcements were met with excitement and enthusiasm by all agents in attendance. Updated products and materials are available to new and existing AAGI dealers as of March 1, 2017.

#### **About AAGI**

AAGI is the industry leader in developing, marketing, administering vehicle service contracts and other automotive protection products. Throughout the United States, AAGI offers superior products backed by long-term relationships with “A” rated insurers. Since 1997, AAGI has been committed to providing personal, responsive, and efficient support. In addition, AAGI has been selected as the administrator of choice by leading OEM captive finance companies. For additional product and company information, please visit [aagi.com](http://aagi.com).

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