



## PRESS RELEASE

**Miami, FL**

**For Release: March 11, 2015**

The Global Warranty and Service Contract Association (“GWSCA”) used the occasion of the Warranty Chain Management Conference to announce its 2015 industry award winners. A call for nominations was issued in late 2014 and they were received in January 2015. The response was gratifying. The nominations were reviewed by GWSCA Board nomination committee.

The 2015 winners are:

***Excellence in Warranty: Kohler Company, Engine Division***

***Innovation in Warranty: Registria, Inc.***

***Excellence in Service Contract: Warrantech, an AmTrust Financial Co.***

***Innovation in Service Contract: PCMI Corporation***

Additionally, the Board of Directors, in a separate action has named its 2015 Pioneers in Warranty and Service Contract Awards. The winners are:

***Pioneer in Warranty: Sheila Cardines***

***Pioneer in Warranty and Service Contracts: Ashok Kartham***

Kohler was recognized for its industry leadership in implementing warranty best practices. For years Kohler Co Engine Division has built a reputation for being a leader in product innovation, quality and driving for excellence. This ISO 9001 certified company establishes, documents, implements and maintains a quality management system that continuously improves its effectiveness in accordance with the ISO 9001 requirements, but it also has the desire to provide the best product to all of its customers. This is clearly outlined within its Quality Policy Statement (see below) in which support is down to each associates core. It is a statement that all associates are proud to say that they not only “talk the talk”, but also” walk the walk”.

Quality Policy Statement

The Kohler Engine Division will provide one level of finest quality for all products and services. We will provide a discernibly better value to our customers than our

competition. Everyone in the division has the responsibility to comply with and continually improve our quality management system.

Registria has focused on raising product registration rates (an average of) 5X with 100% data accuracy which is a game changer for brands selling service contracts and other aftermarket products and services.

There has been little, if any, innovation in product registration since first introduced in the 1980s as an industry-wide standard to help manufacturers identify their product owners. Even though brands have shifted considerable registration volume from traditional paper registration to online forms, the overall registration rates have declined since the late 1990s. Historically, fewer than 20% of consumer durables and electronics products are registered and only half of their reported product data is accurate. In spite of this, the registration channel continues to outperform other lead sources for service contract/aftermarket sales. Registria's new processes are game changers.

Warrantech is a leading provider of vehicle protection plans for OEMs such as General Motors, Mazda, Chrysler and Volvo. Their core philosophy is that a critical element to the adoption of telematics by consumers is providing them with the peace of mind that their investment in such new technologies is protected by the strength of a protection plan.

As part of its broader telematics initiatives, Warrantech proudly launched its first connected device protection solution at the 2014 National Auto Dealers Association convention. The solution provides repair and replacement benefits for mobile devices utilized in a connected vehicle, should such devices malfunction.

The PCMI team, has been working in the warranty space for over 20 years, and are true experts at what they do. They have worked to develop a truly innovative platform for the administration of Service Contracts in both the Automotive and Consumer industries. This platform, unlike any others, allows individuals to start small and grow larger, thus being able to focus on their current objectives, and grow together with PCMI into the future.

We have followed Sheila Cardines as she led her team in revitalizing the warranty processes at Caterpillar. Her tireless efforts and willingness to share best practices are greatly appreciated. This year, Sheila will be wrapping up her journey and will be enjoying the beginning of a well deserved retirement. It is fitting that she be recognized for all of her efforts. She has been an inspiration to all.

Ashok Kartham has been the successful founder of not just one, but two companies providing invaluable technology and support in warranty and service contract management. In addition to those efforts, he has always found the time and money to support Warranty Chain Management, GWSCA, and young entrepreneurs in his new home, Tampa, FL. Both his drive, as well as his commitment to his industry and community, are deserving of special recognition.

These distinguished organizations join the prior winners:

***2014 Winners:***

Sub-Zero

Oracle

Ford Motor Company

Seagate and Fulcrum

Pioneer award: SCIC

***2013 Pioneers in Warranty:***

Alison Griffiths, Organizer of the Warranty Chain Management Conference  
and

Eric Arnum, Founder and Publisher of "Warranty Week"

***2012 Warranty Maturity Model Champions***

Case New Holland

Mitsubishi Caterpillar Forklift America

Volvo Powertrain

Terry Hawkins, President of GWSCA stated, "We sincerely appreciate the nominees and our Awards Committee. All of our nominees were deserving of recognition and we look forward to an even greater awards program for 2016."