

**PRESS RELEASE** **FOR IMMEDIATE RELEASE**

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***Depreciation Protection Sets Another Record Growth Year In 2021!***

*The fastest growing new trend to vehicle total loss protection*

**January 26, 2022—Dayton, Ohio**—According to the National Highway Traffic Safety Administration, more than 6.75 million automobile crashes occurred in 2020. CCC Information Services data states that 25.3% of all automobile insurance claims end in a total loss for Q2 of 2020. That’s up from 21.6% in 2021. Each of these crashes represents an opportunity for Deprection Protection to help protect your customer’s assets by offering protection against loss of equity in the case of a total-loss accident, while hedging against vehicle depreciation.

In 2019, the Consumer Financial Protection Bureua (CFPB) sited a number of auto lenders for UDAP voliations regarding selling GAP to lower loan to value borrowers. Similar actions have been brought against lenders and dealers by some state regualtors as well. Depreciation Protection addresses this issue and releaves lenders and dealers from the risk of regulation and/or litigation while still offering an important service to the customer. As a result, vehicle total loss protection now takes on two forms of coverage. First is GAP, the traditional form, which has been around for well over 25 years. However, GAP only steps in after all of the borrower’s personal auto insurance has been used up and a loan balance still remains. Thus, GAP falls short when sold to those borrowers with positive equity (lower loan to values at time of finance). Those positive equity borrowers are just as likely to suffer a total loss to their vehicles and would likely appreciate a product that protects that positive equity while hedging against depreciation. That’s the type of borrower Depreciaton Protection was created to serve.

Today, over 300 of our Credit Union clients offer both traditional GAP and Depreciation Protection waivers. By doing so, they are able to provide total loss protection to 100% of their borrowers/customers without fear of regulatory action and/or litigataion. This in turn provides our client an increase in ancillary income revenue for their organizations.

Depreciation Protection Inc’s number of depreciation protection waviers sold in 2021 nearly tripled over 2020. This provided millions of dollars in bottom line profit for our clients From our total client base, 62 of the lending institutions are Teir 1 lenders with assets over $1 billion dollars respectfully. Launched in 2016, Depreciation Protection Inc. has experienced triple digit growth each and every year. Available in all 50 states and underwritten by an A+ Superior AM Best rated insurer, Depreciation Protection is saving borrowers hundreds of thousands of dollars in automobile depreciation and loss of positive equity.

**Larry Simon, Depreciation Protection SVP of Sales** notes, “For 2022, we are looking to expand our fully turn key digital post close marketing solution launched in Q4 of 2021. We’ll also continue to support our distributor Allied Solutions and our over 325 existing clients, while expanding our reach more credit unions looking to better serve their members, stay on the right side of regulatory and compliance concerns and increase non interest income.

As more credit unions explore ways to offer new ancillary products that provide real value to their members, we will continue to rise to the top as the new strategy value-added partner. That is what has allowed us to become the #1 provider and growth leader when it comes to a new ancillary product offering in the space today.”

**About Depreciation Protection, Inc.**

With nearly 75 years of experience in selling vehicle protection products in both the dealership and financial institution markets, the Depreciation Protection team understands the market and knows what consumers want: affordable protection that provides real benefit.

Learn more at [www.DepreciationProtection.com](http://www.DepreciationProtection.com)

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