



## FOR IMMEDIATE RELEASE

### Celebrating 40 Years of Excellence:

### Sonsio Vehicle Protection Marks Milestone Anniversary

DENVER, April 4, 2024 – Sonsio Vehicle Protection, a leading provider of vehicle protection and warranty programs, proudly announces its 40th anniversary, marking four decades of innovation, commitment, and unparalleled service in the automotive protection industry.

Since its founding on April 6, 1984, by William R. Jones, Sonsio has been a trusted leader in providing comprehensive vehicle protection solutions. From its humble beginnings to its current status as a premier warranty company, Sonsio has remained steadfast in its mission to deliver value-added solutions to its dealers and peace of mind and reliability to vehicle owners.

Over the past 40 years, Sonsio has achieved numerous milestones and accomplishments, including:

- **Expansion of Services:** Sonsio started with just one service: a nationwide auto repair warranty. Today, Sonsio offers a comprehensive lineup of vehicle protection plans that cover tire and wheel road hazard protection, appearance protection (dent, windshield, key, surface care, and more), parts and labor warranties, mechanical advisory, and other critical consumer services. Sonsio has continuously expanded its service offerings to meet the evolving needs of its partners and consumers.
- **Strategic Partnerships:** Sonsio started with just one client: Shell Auto Care. Over the past four decades, Sonsio has forged strong partnerships with leading automotive industry players, enabling the company to deliver cutting-edge solutions and exceptional value to its clients. Sonsio now serves more than 82,000 dealerships, F&I service providers, manufacturers, insurance companies, parts suppliers, retail chains, and many independent retailers across all 50 states, Canada, and Puerto Rico.

- **Commitment to Innovation:** Through ongoing research and development efforts, Sonsio has remained at the forefront of automotive protection technology, ensuring that its customers receive the most advanced and effective solutions available.

As Sonsio celebrates its 40th anniversary, the company remains as dedicated as ever to its core values of character, organization, respect, and excellence. Looking ahead, Sonsio is poised for continued growth and success.

"We are incredibly proud to celebrate this significant milestone in our company's history," said David Jones, CEO at Sonsio Vehicle Protection, and son of founder William R. Jones. "It's not just about protection; it's about partnership. Over the past 40 years, Sonsio has built a reputation for excellence and reliability, and we look forward to continuing to serve our customers with the same level of dedication and innovation for many years to come."

For more information about Sonsio Vehicle Protection and its services, please visit [www.sonsio.com](http://www.sonsio.com) or call us toll-free at 866.608.9836.

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### **About Sonsio**

With a comprehensive lineup of vehicle protection plans, Sonsio offers industry-leading programs that cover tire and wheel road hazard protection, appearance protection, parts and labor warranties, mechanical advisory, and other critical consumer services. These benefits provide vehicle owners with affordable and valuable coverages to keep their vehicles on the road safely and maximize the resale value by keeping the appearance of their vehicles like-new. To learn more visit [www.sonsio.com](http://www.sonsio.com).

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