



## **Roadside Protect Launches Collegiate Roadside Assistance Program**

Schaumburg, IL (May 12, 2003) – The school year may be just about over and undergraduates from the thousands of colleges, universities and degree programs across the nation will be packing their cars and heading home, on vacation, or off to summer jobs. Because student activities off-campus remain the joint concern of school administrators and students' families, schools continue to look for ways to keep their students safe and their parents assured. Roadside Protect, whose motto is "we're there when you need us," has launched a new service that allows colleges and universities to give parents peace of mind when their college-age kids hit the road.

A great benefit for new and returning students in the fall, Collegiate Roadside Assistance is a new program from Roadside Protect that offers roadside assistance to students in partnership with their alma mater. A special price of \$39.99 per year gives the student protection against being left helpless in an auto emergency, no matter what vehicle they might be in. Even better, Roadside Protect gives back a portion of each annual fee to the college or university to support programs the schools select when the marketing partnership is established.

Roadside Protect provides students with the basic vehicle assistance services, wherever they are in the US, 24/7. By calling the toll-free number provided with their Collegiate Roadside Assistance membership card, students get immediate help with:

- Towing
- Jump Start
- Tire Change
- Fuel Delivery
- Winching
- Basic Locksmith Services

Roadside Protect's call center agents access a nationwide roadside network of contracted, insured towing service providers throughout the US, Canada and Puerto Rico guaranteeing 24/7 services. Roadside Protect has completed more than 1 million successful dispatches on behalf of private label auto clubs thanks to these services, provided by a division of General Electric, the Signature Nationwide Auto Club Network. Utilizing an intelligent locator system, Roadside Protect has the ability to pair up a disabled vehicle with the closest service provider based on key criteria such as shortest estimated time of arrival (ETA) or towing requirements.

Roadside Protect also makes it easy for schools to provide this service to their students. A direct mail presentation of the program gives parents all the information about Collegiate Roadside Assistance and provides a website and toll-free number for more information and membership subscriptions. When students are enrolled, Roadside Protect sends an immediate confirmation, a description of the program coverage and instructions on accessing the service, along with two membership cards with the student's unique member ID number. Collegiate Roadside Assistance Program enrollments are reported to the school quarterly and donations are made to the designated school program on a quarterly basis as well.

"In this competitive marketplace, colleges and universities understand that their responsibilities in loco parentis can mean many things, including the welfare of students when they are off-campus," said Dean Raschke, President of Roadside Protect. "Roadside Protect's Collegiate Roadside Assistance Program

allows administrators to offer a benefit to students that directly addresses student safety, gives parents increased peace of mind, and even brings something back to the bottom line. It's a creative option that helps schools demonstrate their interest in their students, without financial risk or legal liability.”

For more information on how your school can offer Roadside Protect Collegiate Roadside Assistance Program to your students, contact Mike Hauert at (630) 530-2622 or at [m.hauert@attbi.com](mailto:m.hauert@attbi.com).

*Roadside Protect, a privately held Illinois corporation, provides Roadside Assistance and Trip Planning services both independently and through strategic private label partnerships. Roadside Protect is affiliated with Virtual-Agent Services, a leading provider of high quality contact center services, and TravelCLICK, Inc., the nation's largest provider of revenue management information and electronic media advertising to the travel industry. These three companies have organized to form a powerful presence in the travel Industry.*