

Vehicle Protection Plan Provider of the Year 2025 - USA

With hundreds of millions in paid claims since 2012, Endurance delivers top-rated service and helps drivers save thousands on unexpected auto repairs. As the Automotive Awards 2025 winners are announced, CEO Justin C. Thomas shares how the company's customer-first approach continues to set Endurance apart.

Endurance Warranty Services (Endurance) has built a reputation on helping drivers navigate some of life's most inconvenient moments: unexpected breakdowns, costly repairs, and the stress that follows. Their customizable vehicle protection plans and dedicated support helps drivers stay on the road longer, and with greater confidence.

Crowned the leading vehicle protection provider of 2025, Endurance stands apart in the U.S. market as one of the few providers offering direct administration and in-house claims support, reshaping what customers can expect from the industry.

"Winning this award affirms our core belief that vehicle protection should be simple, transparent, and built around real drivers," says Justin C. Thomas, the company's Chief Executive Officer. "Every plan we deliver reflects that commitment, from how we quote coverage and assist customers to how we pay claims."

This people-first approach is built on the company's core values of Service, Integrity, Collaboration, and Accountability. Together, these values shape how the company builds its products,

supports customers, and continues advancing what modern auto protection should look like.

What truly sets Endurance apart is its direct administrator model, which allows the company to assist customers from purchase to repair and beyond. The company also offers flexible coverage options for high-mileage and rebuilt-title vehicles, along with standard benefits like 24/7 roadside assistance, rental car reimbursement, and trip interruption.

Endurance further empowers drivers by giving them options when it comes to where their vehicle is repaired. Customers can choose any certified repair facility they trust or use Endurance's nationwide network of licensed shops for fast, reliable service.

"With thousands of five-star reviews and a growing collection of helpful resources, Endurance is setting the bar for what modern auto protection can be: trusted, proactive, and human." adds Thomas.

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Over the past year, Endurance strengthened its market position by launching a new national TV campaign, increasing transparency across the customer experience, and expanding educational resources to help drivers feel confident in choosing the coverage that's right for them.

The company also broadened its community support through the Endurance Cares initiative, partnering with local and national automotive charities.

"These efforts reflect our values in action," Thomas states. "They allow us to support the communities we serve while continuing to put drivers first."

The company's recognition in the Automotive Awards highlights its long-standing commitment to straightforward coverage, consistent claims support, and meaningful service to vehicle owners.

Looking ahead, Thomas says the company's momentum remains strong as it continues modernizing how drivers protect their vehicles.

"Moving into early 2026, our focus is on strengthening the customer experience, from refining our protection plans to improving the tools and technology that support drivers throughout their ownership journey."



ENDURANCE 

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