

BRIAN SANDOVAL
Governor

STATE OF NEVADA

C.J. MANTHE
Director

BARBARA D. RICHARDSON
Commissioner



DEPARTMENT OF BUSINESS AND INDUSTRY
DIVISION OF INSURANCE

1818 East College Pkwy., Suite 103
Carson City, Nevada 89706
(775) 687-0700 • Fax (775) 687-0787
Website: doi.nv.gov
E-mail: insinfo@doi.nv.gov

October 31, 2017

SENT VIA CERTIFIED MAIL AND EMAIL

TRUE AUTO PROTECTION
801 W. Cannon St.
Fort Worth, TX 76104

CERTIFIED MAIL NO: 7017 1070 0000 8962 8022
EMAIL: sales@trueautoprotection.com

Re: Order to Cease and Desist the Solicitation and Sale of Service Contracts in Nevada
Cause No. 17.0511

To Whom It May Concern:

True Auto Protection ("True Auto") has solicited the sale of service contracts in the State of Nevada through the use of the United States Postal Service and the internet. It is unlawful for an entity to sell or offer for sale service contracts in Nevada without first being registered with the Nevada Division of Insurance. NRS 690C.150. If TRUE AUTO wishes to do business in Nevada it must submit an application for registration within 45 days of the date of this letter. In the meantime, TRUE AUTO must immediately cease soliciting and selling service contracts in Nevada pursuant to the enclosed Cease and Desist Order issued by the Nevada Commissioner of Insurance.

TRUE AUTO's application for registration is not a substitute for the other requirements listed in the enclosed order. TRUE AUTO must still submit a complete list, including names and contact information, of those Nevadans who have purchased a service contract, and provide an immediate disclaimer on its website, social media accounts and other marketing materials, announcing that TRUE AUTO's service contracts are not available in Nevada.

Please note that compliance with the directives in this letter and the Order to Cease and Desist do not guarantee that TRUE AUTO will receive a certificate of registration after applying for the same. Additionally, having solicited and sold service contracts in Nevada without proper registration will subject TRUE AUTO to administrative penalties and fines.

Very Truly Yours,

A handwritten signature in blue ink, appearing to read "DR Hall", written over the typed name "DAVID R. HALL, ESQ.".

DAVID R. HALL, ESQ.
Insurance Counsel

Enclosure

STATE OF NEVADA
DEPARTMENT OF BUSINESS AND INDUSTRY
DIVISION OF INSURANCE



1
2
3
4 IN THE MATTER OF

CAUSE NO. 17.0511

5 **TRUE AUTO PROTECTION,**

6 **Respondent.**
7 _____/

8 **ORDER TO CEASE AND DESIST**

9 The State of Nevada, Department of Business and Industry, Division of Insurance
10 (“Division”) sends greetings to:

11 TRUE AUTO PROTECTION
12 801 W. Cannon St.
13 Fort Worth, TX 76104
14 sales@trueautoprotection.com
15 trueautoprotection.com

16 It is unlawful for corporations and/or persons to provide, issue, sell, or offer for sale,
17 service contracts within the State of Nevada without first obtaining a proper certificate of
18 registration from the Division pursuant to Chapter 690C of the Nevada Revised Statutes
19 (“NRS”). NRS 690C.150. The Commissioner of Insurance (“Commissioner”) has exclusive
20 jurisdiction to regulate, enforce or effect full compliance with regard to the insurance code of
21 the State of Nevada, including NRS Chapter 690C. NRS 679B.120 and NRS 679B.130.

22 The Division has received and verified, credible information that TRUE AUTO
23 PROTECTION (“TRUE AUTO”) has provided, issued, sold, or offered for sale, service
24 contracts within the State of Nevada through the use of the United States Postal Service and the
25 website trueautoprotection.com without first obtaining a proper certificate of registration
26 pursuant to NRS 690C.150. *See* Exhibits A and B.

27 WHEREAS, TRUE AUTO’s conduct is injurious to the rights and interests of the public
28 or policyholders in Nevada, and emergency action is imperatively required.

WHEREAS, TRUE AUTO may request a hearing regarding the instant Order in
accordance with the provisions of NRS 679B.310.

1 NOW, THEREFORE, PURSUANT TO NRS 679B.120 and 679B.140, TRUE AUTO IS
2 HEREBY ORDERED TO IMMEDIATELY CEASE AND DESIST FROM PROVIDING,
3 ISSUING, SELLING, OR OFFERING FOR SALE, SERVICE CONTRACTS WITHIN THE
4 STATE OF NEVADA.

5 IT IS FURTHER HEREBY ORDERED THAT TRUE AUTO SHALL, within fifteen
6 (15) days of receipt of this order, furnish to the Division a complete listing, including contact
7 information, of all Nevada residents who have purchased any service contract, insurance or
8 insurance-related product from TRUE AUTO.

9 IT IS FURTHER HEREBY ORDERED THAT TRUE AUTO SHALL ADMINISTER
10 the service contracts existing in the State of Nevada and pay all legitimate claims now owing,
11 and shall work with the Division to resolve any existing or future consumer complaints.

12 IT IS FURTHER HEREBY ORDERED THAT TRUE AUTO SHALL immediately
13 provide a disclaimer and/or disclosure on its internet website, marketing materials, written
14 communications and through oral communication, indicating that its service contracts and any
15 other services are not available to persons or entities in the State of Nevada.

16 FURTHER, TRUE AUTO IS HEREBY NOTIFIED that the Commissioner may, after
17 notice and opportunity to be heard, impose all of the following administrative fines:

- 18 • NRS 690C.120(1)(b), NRS 679B.185(1), fines of \$10,000 for each act or
19 violation;
- 20 • NRS 690C.330, fines of \$10,000 for similar violations;
- 21 • NRS 690C.120(1)(f), NRS 686A.030, NRS 686A.183(1)(a), fines of \$5,000 per
22 violation;
- 23 • NRS 690C.120(1)(f), NRS 686A.040, NRS 686A.183(1)(a), fines of \$5,000 per
24 violation.

25 FURTHER, TRUE AUTO IS HEREBY NOTIFIED that if TRUE AUTO has
26 information that will alter this Cease and Desist Order, or if it has any questions regarding this
27 matter, it may contact David Hall, Insurance counsel, at 1818 East College Pkwy., Suite 103,
28 Carson City, Nevada 89706; by telephone, (775) 687-0708; or by email, dhall@doi.nv.gov.

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IT IS SO ORDERED this 31st day of October, 2017.



BARBARA D. RICHARDSON
Commissioner of Insurance

REDACTED by NV DOI

Reno, NV 89521-7816



VEHICLE PROTECTION NOTICE

Call immediately for details

1-877-397-1024

Customer Account # REDACTED by NV DOI

REDACTED by NV DOI
Dear

This is a reminder that your vehicle's warranty may have expired or may be about to expire depending on your mileage. Please call for details on keeping your vehicle covered.

By neglecting to renew your coverage, you take the risk of **being financially liable for any and all repairs that are necessary** after your warranty expires.

However, you still may have time to activate coverage for your vehicle.

Call Immediately: 1-877-397-1024 Toll Free. It is important that you take advantage of this direct to consumer program to protect your investment. With this vehicle protection program, you can have your vehicle repaired at your dealership or any licensed repair facility of your choice. This program was designed to save you thousands of dollars in unnecessary repair bills that you may incur once you are out of factory coverage.

To activate coverage, please **call within 48 hours** of receipt of this letter.

Some of the benefits to your protection program:

- You will get the most **COMPREHENSIVE COVERAGE** - Guaranteed
- You are approved for a **No Fee** payment plan
- Your claims are paid directly to your dealer - no worries about getting reimbursed
- Includes **24 hour** roadside assistance

Lillian, we will be taking calls for this program between 8:00 am - 7:00 pm CST Monday through Thursday, 8:00 am - 6:00 pm Friday, and between 9:00 am - 1:00 pm on Saturday.

Our coverage specialists can be reached at **1-877-397-1024**. Please have your **current mileage and VIN (vehicle identification number)** along with your **customer Id number** when you call.

Sincerely,

Scott Moseley

Scott Moseley
Program Administrator
True Auto Protection

*Offer is contingent upon vehicle class code from True Auto, Fort Worth, TX.
This is not a notice from your manufacturer.*

email: sales@trueautoprotection.com

NATIONAL AVERAGE REPAIR COSTS	
Air Conditioning	\$1,525
Alternator	\$825
Engine	\$3,750
Starter	\$725
Steering	\$1,350
Transmission	\$3,450
Water Pump	\$525

85296001-002-00122502

1. Length of Protection: _____ YEARS _____ MILES

COVERED UNTIL: _____

2. What You Pay at Shop with Warranty (*Your Deductible*): _____

3. Do you have: Towing 24 Hour Roadside Assistance Rental Car

4. Yearly Cost of Vehicle Service Contract: _____

5. Total Investment: _____

6. Payment Plan: _____

7. Monthly Payments: _____

Customer Service Representative Phone: _____

Notes _____

[Nevada Division of Insurance](#) | [Auto Extended Warranties](#) | [NIS CHAPTER 686A - TRAD: x](#) | [Web Site Gallery](#) | [http://doi.nv.gov/upt...](#) | [Claims | Dealer Services | Request a FREE QUOTE](#) or call 877.397.1022

[www.trueautoprotection.com](#) | [Most Visited](#) | [Getting Started](#) | [Free Home](#) | [Suggested Sites](#) | [BBB ACCREDITED BUSINESS A+](#)

TRUE AUTO
 VEHICLE BREAKDOWN PROTECTION

[Coverage Plans](#) | [Resource Center](#) | [Customer Service](#) | [Success Stories](#) | [About](#) | [Blog](#)

Save Time and Money
 With mechanical labor costs on the rise, put your mind at ease without unexpected out-of-pocket expenses.

[View Plans](#)

24 HOUR PROTECTION
 24/7 service nationwide for towing, emergency service, battery boost, lost keys, lock-out, and more.

TRANSFERABLE POLICY
 Since our policies are transferable, it can make it much easier to sell your vehicle, or even increase your resale value.

RENTAL CAR COVERAGE
 You won't have to get stuck without a vehicle when yours is getting repaired. You are provided with a rental car while yours is in the shop.

TIRE PROTECTION
 Protect your tires the same way you would with every other part. Keep one of the most vital parts in top shape.

[New Car Extended Warranty](#) | [Used Car Extended Warranty](#) | [True Auto Customer Support](#)

Chat

10:44 AM 10/10/2017