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When Is It Really "Imminent" to Extend Your Auto Warranty?

As I've mentioned in previous posts, the sooner you extend your auto warranty the better. It will serve as peace of mind that you won't get rejected for pre-existing conditions, and it will keep you covered in case your current warranty expires sooner than you think or the administrator goes out of business. But when does it really become "imminent" as all of these direct marketing companies are leading you to believe?

Any car owner is familiar with the junk mail that comes through your door and your email regularly warning about the "imminent" need to extend your warranty before you are left utterly desolate in want of a warranty that you missed your chance to have.

However, the real truth is that these "warnings" are designed to play on your fears as a human being – the fear of regret that you didn't get something you desperately needed. It is an all too common trick played by companies looking to sell something. They hope you have not been paying 100% attention so they can get you to pay now for an auto warranty that you think you'll end up paying much more for if you wait.

But while the above warnings are not always accurate, it's still important to understand when the correct time is to purchase your extended auto warranty. Of course, if you are driving a car on which the manufacturer warranty is running out, and you plan to keep driving it for a while, then you would be right to look at extending the warranty. Just remember to be aware of any waiting periods so you can overlap the warranties accordingly to make sure there is no lapse in coverage or questions of pre-existing conditions.

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