



# FOR IMMEDIATE RELEASE

## EFG Companies Launches 1,000,000 Mile Limited Powertrain Protection

- Cultivating Consumer Confidence to Increase Motorcycle Sales -

DALLAS, TX (January 18, 2017) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today the launch of a 1,000,000 Mile Limited Powertrain Protection program for motorcycles. This program is designed to foster increased customer loyalty, referrals, and unit sales by addressing pressing motorcycle consumer needs. For more information about this program, click here: <http://bit.ly/EFGPSMM>

**1,000,000  
MILE LIMITED  
POWERTRAIN PROTECTION**

While the powersports industry is currently experiencing a period of year-over-year growth, everyone in the industry has an eye on the horizon for the next economic downturn. Dealers are looking to maximize sales while they last and fortify their operations for the future.

"Today's customers are already in the mindset of being very careful with where they spend their money, and are looking for the best value for the dollar. This has resulted in an enhanced pre-owned bike market over the last few years," said Glenice Wilder, the vice president of EFG Companies Powersports Division. "By offering 1,000,000 Mile Limited Powertrain Protection, motorcycle dealers have the ability to differentiate their operations, and increase customer loyalty and new customer sales, by providing customers complimentary protection for their bikes."

The 1,000,000 Mile Limited Powertrain Protection is designed to be offered complimentary on thoroughly-inspected, eligible bikes up to 10 years in age with less than 60,000 miles. The product provides coverage for the engine and transmission up to 1,000,000 miles, with towing assistance.

Customers then have the opportunity to enhance the coverage with an extended vehicle service contract, expanding the covered components and providing additional benefits including roadside assistance, rental reimbursement and unlimited number of claims. By upselling customers to the extended coverage, powersports dealers have the ability to increase their profit per unit during a time when every sale counts.

"As our market has grown into a more competitive space, powersports dealers need more than generic customer service promises to differentiate their business," said Chris McIntyre, the CEO of EagleRider. "A program like the 1,000,000 Mile Limited Powertrain Protection from EFG helps dealers build a stronger brand message around customer service to drive more traffic and customer loyalty."

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### About EFG Companies

EFG Companies combines almost 40 years of experience serving as an industry innovator of consumer and vehicle protection programs with the company's

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commitment to raising the industry bar in providing superior client engagement. With their field and administrative teams AFIP and ASE certified, EFG's professionals provide world-class product development and administration, go-to-market strategies, training and auditing support across a multitude of channels. [www.efgcompanies.com](http://www.efgcompanies.com)