

# TURNING 2020 CHALLENGES INTO 2021 OPPORTUNITIES

## 2020 CHALLENGES

Dealerships forced to operate with skeleton crews.

New vehicle manufacturing stopped for 3 months. Used vehicle inventory shrank and auction prices skyrocketed.

**6.7%**  
Unemployment Rate kept people wary of making big ticket purchases.



## 2021

## OPPORTUNITIES

Dealers are investing in adopting hybrid digital and in-store sales models:



- Completing online F&I training
- Integrating website enhancements
- Tackling compliance challenges



Inventory levels are right-sized for maximum dealership front-end profitability:

- Unit prices are on the rise
- Trade-in negotiations are returning back to industry norms



EFG has the right value-added protection products to increase unit sales and PRU.



For more information on staying profitable through economic ups and downs, contact EFG at 800-527-1984.  
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