



# **FOR IMMEDIATE RELEASE**

## **EFG Companies Scores Nifty 50 Win for Personal Watercraft Protection**

### ***Product Boosts Dealer Cash Flow To Compete for Critically-Needed Inventory***

**DALLAS, TX (February 15, 2022)** EFG Companies, the innovator behind the award-winning Hyundai Assurance program, was named a Winter/Spring Nifty 50 2022 winner by [Powersports Business](#) and [EPG Media](#) for the company's Personal Watercraft Protection. This marks the fourth time the company has been recognized with a Nifty 50 award. The winning products and services of the Nifty 50 are awarded semi-annually based on their ability to increase dealer profit potential. For more information on EFG's Personal Watercraft Protection, visit: <https://bit.ly/EFGPWC>

**EFG brought Personal Watercraft Protection to market in September 2021 with the goal to maximize dealer cash flow while protecting consumers from costly mechanical breakdowns on both new and pre-owned personal watercraft.**

Although personal watercraft sales have skyrocketed during the pandemic, dealers have struggled to maintain inventory, sticker prices are rising, and consumers are often unaware of the costs associated with an unexpected mechanical breakdown. EFG's Personal Watercraft Protection can be sold on all new or pre-owned units to exponentially increase profitability margins, thereby increasing cash flow for more inventory.

"As a four-time winner of the Nifty 50 award, we are honored to once again be recognized for providing a valuable product that benefits both dealers and consumers," said Glenice Wilder, Vice President of Powersports at EFG Companies. "In today's highly competitive market for inventory, dealers need a diversified income portfolio to maintain steady cash flow. EFG's Personal Watercraft Protection easily attaches to every sale with a significant value-add."

Personal Watercraft Protection provides exclusionary coverage for new and pre-owned personal watercraft, with:

- Flexible terms based on model year
- Four deductible options
- Optional surcharge for trailer coverage
- Towing reimbursement
- Trip interruption

"This industry recognition, coupled with our nationally award-winning client engagement model and claims administration, means we truly take our dealers' and contract holders' best interests to heart," said Wilder.

Personal Watercraft Protection joins EFG's line-up of Nifty 50 award winning products, including:

- 1,000,000 Mile Limited Powertrain Protection
- Certified Pre-Owned Protection for Motorcycles

-more-

- WALKAWAY® for Motorcycle Dealers

For more than 20 years, *Powersports Business* magazine has recognized the top 50 innovative products designed to boost dealership profitability.

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### **About EFG Companies**

EFG Companies drives the industry's highest-reported compliant F&I profitability through its distinct engagement model in which the company operates as an extension of the dealer's management team. EFG addresses total dealership performance, and its client satisfaction Net Promoter score is higher than national corporate leaders such as Nordstrom, Ritz Carlton, and Amazon. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com).