



FOR IMMEDIATE RELEASE

EFG Companies Wins Again: Two Nifty 50 Wins that Drive Powersports F&I Revenue

DALLAS, TX (April 3, 2025) EFG Companies has been recognized as a *6x Powersports Business Nifty 50* award recipient for the company's **Million Mile Limited Engine Protection Loyalty Program** and the **Million Mile Battery Protection program**. Both programs are designed to incentivize owners of motorcycles, ATVs, UTVs, side-by-sides, personal watercraft, and snowmobiles to maintain their vehicles, while offering dealerships a much-needed boost in both showroom traffic and F&I revenue. These programs are designed to increase per retail unit (PRU) F&I revenue by 19%, giving dealers an essential tool to thrive in challenging market conditions. [For more information, visit efgcompanies.com.]

"In this challenging economic environment, powersports dealers continue to see sales and service revenue erode as consumers cut back on large recreational purchases," said Adam Quart, Senior Vice President, Agency Services and Powersports. "These two programs are specifically designed to give dealers a powerful, profit-driving tool while protecting the buyer's investment. By encouraging regular service visits, dealerships will enhance customer loyalty but also secure future sales. For consumers, these Million Mile programs are literally good for a million miles, as long as the customer acknowledges ownership every 5 years. It's truly a win-win scenario for both dealers and their customers."

Key Benefits of the new Million Mile Programs:

- **Million Mile Limited Engine Protection Loyalty Program:** Offers complimentary, limited coverage for the engine for new units and certified pre-owned units up to 11 years old with less than 60,000 miles.
- **Million Mile Limited Battery Protection:** Covers the cost of battery replacement, addressing a common issue for vehicles that sit idle. It helps consumers avoid unexpected costs, while ensuring the long-term functionality of their vehicles.

These two protection products join EFG's line-up of Nifty 50 award-winning products, including:

- Personal Watercraft Protection
- Million Mile Limited Powertrain Protection
- Certified Pre-Owned Protection for Motorcycles
- WALKAWAY® for Motorcycle Dealers

For more than 25 years, *Powersports Business* has recognized the top 50 innovative products and services the organization believes will boost dealership profitability.

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About EFG Companies

For nearly 50 years, EFG Companies has provided consumer protection programs for vehicles and residences across seven market channels. The company's strategic intent

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is to build sustainable market differentiation and profitability for its clients and partners, including dealers, lenders, manufacturers, independent marketers, and agents. EFG's award-winning engagement model is built upon the belief that the company serves as an extension of its clients' management teams, providing ongoing F&I development, training, product development, compliance, and nationally recognized product administration with an ASE-certified claims team. Learn more about EFG at: www.efgcompanies.com