



EFG Companies Wins Silver American Business Award for Delivering More Revenue to Powersports Dealers

DALLAS, TX (April 24, 2026) EFG Companies took home an American Business Award® (ABAs) with a Silver for Achievement in Product Innovation in the 24th annual Stevie® Award-based competition. Recognizing the powersports industry's groundbreaking Million Mile Limited Engine Protection Loyalty Program, this award reflects the company's commitment to meeting client profitability goals while helping consumers avoid costly repairs. The ABAs recognize outstanding new products and services from public, private, for-profit, and non-profit companies operating in the USA. For more information, visit www.efgcompanies.com.

Silver American Business Award for Achievement in Product Innovation

The **Silver Award in Product Innovation** recognizes the company's development of the powersports **Million Mile Limited Engine Protection Loyalty Program** product, designed to address challenges facing both powersports dealers and consumers. A unique program in the powersports industry, the **Million Mile Loyalty Program** provides dealers with:

- a complimentary, traffic-driving product differentiating their dealership from the competition
- a tool to increase critical back-end revenue via a wrap contract
- relationship-building engagement models for sales and service
- a tool to drive traffic back to the service drive

Consumers benefit from complimentary protection, shielding them from costly repairs to the most critical component of their vehicle – the engine. To date, EFG's Powersports division has generated a **42% increase in year-over-year revenue**, the majority of which is attributable to the launch of the Million Mile program. The increase is reflected both in the organic growth of existing client accounts and the rate of new account acquisition. EFG projects that its dealerships will increase unit sales by 11% and add approximately \$325 in revenue per powersports vehicle sold.

Judges commented, "EFG Companies presents a compelling product innovation with the Million Mile Limited Engine Loyalty Program, clearly articulating its market need and dealer value proposition. The quantified results — 42% YOY revenue growth, 12 new dealership groups, and \$325 incremental revenue per vehicle — are impressive."

"This award validates what matters most to us — innovation that directly delivers measurable revenue for our dealer partners," said Jennifer Rappaport, President and CEO of EFG Companies. "The Million Mile Loyalty Program was intentionally built to help powersports dealers grow back-end revenue, strengthen customer relationships, and

boost repeat service traffic in a challenging economic environment. We're honored to be recognized for a product that delivers real, bottom-line impact."

2026 marks the third year to receive an American Business Award product award and the twelfth consecutive year the company has been recognized with multiple awards for national excellence. EFG has now received 15 Gold Stevie awards for the company's dedication to setting the bar high in the consumer protection product industry for client engagement and overall customer experience.

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About EFG Companies

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

About the American Business Awards

Stevie Awards are conferred in nine programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, the American Business Awards®, the International Business Awards®, the Stevie Awards for Great Employers, the Stevie Awards for Sales & Customer Service, the new Stevie Awards for Technology Excellence, and the Stevie Awards for Women in Business. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. More than 1,000 professionals around the world participate in the Stevie Awards judging process each year. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

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