

DRIVE FOREVER

worry free®

**Limited Lifetime
Powertrain Protection**



THE CASE FOR A HOLISTIC APPROACH TO F&I

Regardless of whether the economy is up or down, all dealership owners consistently maintain **two goals of increasing unit sales and profit per unit sold**. When it comes to unit sales, most dealerships advertise available inventory, mark downs, and financing incentives. The concept of increasing profit per unit sold seems simple: increase the number of financed vehicles and sell more finance and insurance products in the F&I office.

By treating these two goals of **increasing unit sales and profit per unit sold** as separate, with different, often incongruous strategies to reach them, dealers could be **leaving an average of \$5.5 million in annualized profit on the table**.

In this white paper, you will learn how implementing the market-differentiating solution, **Drive Forever Worry Free® Limited Lifetime Powertrain Protection**, into the strategies for both increasing unit sales and profit per unit sold **can increase annual profit by an estimated 165%**.

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DRIVE FOREVER WORRY FREE[®] LIMITED LIFETIME POWERTRAIN PROTECTION

Drive Forever Worry Free Limited Lifetime Powertrain Protection was designed by EFG Companies to give customers greater confidence when buying their next vehicle. **Available on new and thoroughly inspected pre-owned vehicles with less than 100,000 miles, Drive Forever complimentary powertrain coverage focuses on the powertrain** — some of the most expensive components to repair.

Coverage begins the moment the buyer takes delivery of the vehicle.

Engine

- Cylinder Block
- Cylinder Head
- All Internally Lubricated Parts
- Turbocharger
- Supercharger
- Harmonic Balancer
- Timing Gear
- Chain and Belt
- Timing Cover
- Intake and Exhaust Manifolds
- Valve Covers
- Oil Pan
- Engine Mounts

Transmission

- Transmission Case
- All Internally Lubricated Parts
- Torque Converter
- Flywheel/Flex Plate
- Vacuum Modulator
- Transmission Mounts

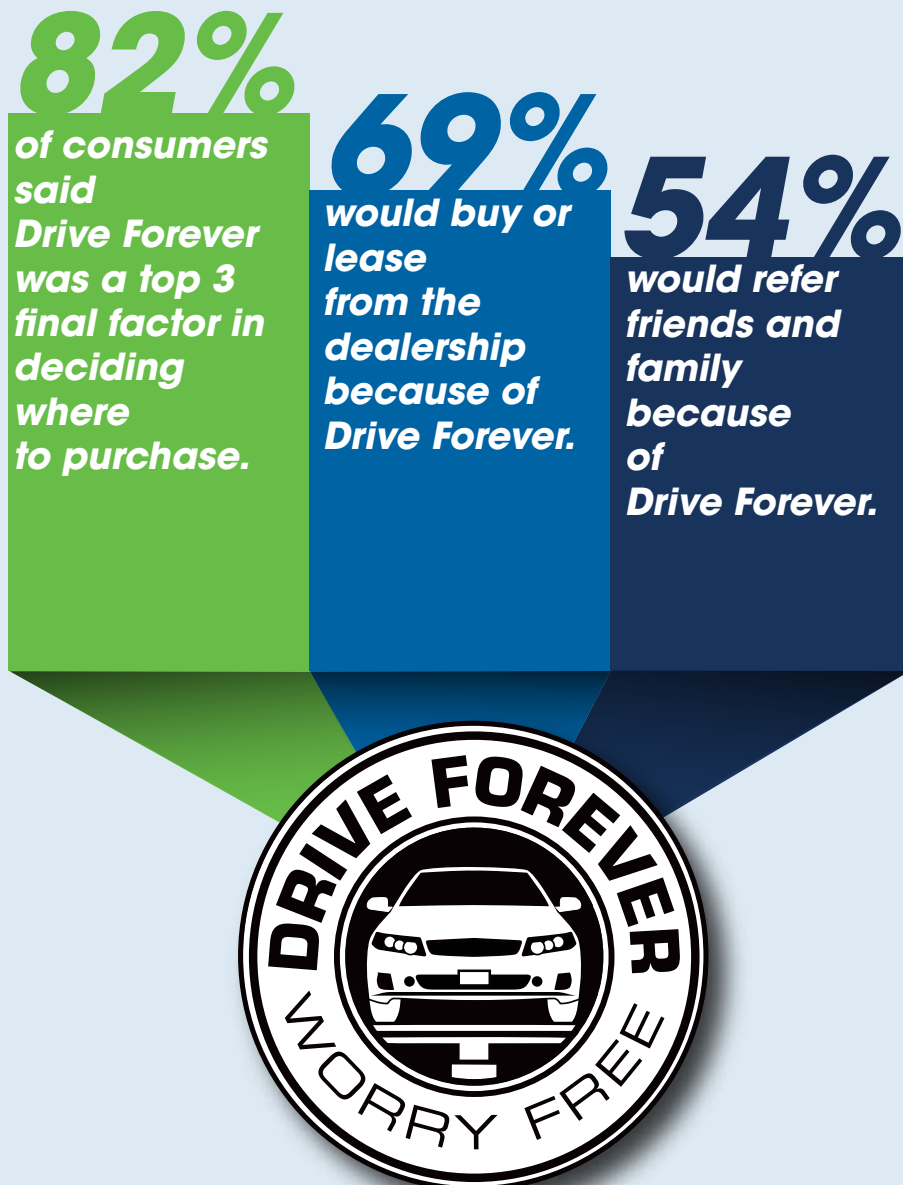
DRIVE
FOREVER
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MARKET VIABILITY

The complimentary coverage component of Drive Forever was designed to:

- Help drive additional consumer traffic to the store;
- Increase higher unit sales;
- Provide a higher value in the vehicle commanding a higher front-end gross profit; and
- Be utilized as a springboard to increase F&I product sales through wrap exclusionary coverage that expands the base coverage by upgrading a customer to a vehicle service contract.

In a recent market viability study for a multi-rooftop client based in Texas:



EFG IMPLEMENTATION

For any market-differentiating product to be effective, it must be supported by the dealership as a whole. That's why at EFG, we work with our clients to **foster buy-in from all dealership departments, particularly the sales, F&I teams, and service teams.**

All dealership employees are trained on the benefits of the company's market-differentiating programs, including Drive Forever.



Clients are also provided with in-dealership marketing materials for their lobby and inventory to further educate customers on the benefits of purchasing their next vehicle with Drive Forever. Lastly, clients are encouraged to incorporate Drive Forever messaging in their advertising on their website, social media, and all other outlets to reach potential customers.



By taking this holistic approach to promoting an F&I product, **sales and F&I teams are better aligned on overall dealership goals**, enabling them to work together to increase unit sales and per unit profit. F&I managers help the sales team increase unit sales by educating them on the benefits of Drive Forever: protecting the customer gives them greater confidence in their purchase to increase the likelihood of purchasing with the salesperson again. In turn, sales teams negotiate front-end prices that allow more room on the back end for F&I product sales. **By creating a team mentality between sales and F&I, dealers can exponentially grow their business and overall profitability.**

MAKING THE CASE

EFG analyzed clients utilizing Drive Forever for the last three years to create an average **Drive Forever dealership profile** and compared that profile to comparable stores across all domestic brands in similar markets **not** utilizing a complimentary lifetime powertrain program.



On average, the dealerships utilizing Drive Forever outperformed in every key performance measure.



124%
HIGHER
TOTAL VEHICLE
SALES



165%
HIGHER
ANNUALIZED
PROFIT



167%
HIGHER
VSC SALES
COUNT

16%

HIGHER FRONT END GROSS
PROFIT PER VEHICLE



19%

HIGHER BACK END GROSS
PROFIT PER VEHICLE



15%

HIGHER VSC PENETRATION



38%

HIGHER AVERAGE
GROSS PROFIT PER VSC



EFG's products and services give us a huge competitive edge in our market and I would say the number one thing that does that for us is Drive Forever.

*- Matt Ducote,
General Manager
at Moritz Kia*

EFG delivers as promised. They are not a vendor to the Nyle Maxwell Family of Dealerships. They have earned the right to call themselves our partner.

*- Nyle Maxwell,
Dealer Principal,
Nyle Maxwell Family of Dealerships*

**If you want to get the edge on your competition to generate sustainable, profitable results, contact EFG today to learn more about our traffic-driving programs like Drive Forever Worry Free.
800-527-1984**



Driving and Protecting Your Future

800-527-1984

www.efgcompanies.com

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