



EFG Companies Rolls Out Two Million Mile Programs, Unlocking Millions in Revenue for Dealers and Millions of Miles for Powersports Buyers

DALLAS, TX (October 15, 2024) On the heels of its success with the Million Mile protection product suite, EFG Companies introduces two new Million Mile programs designed to reward powersports enthusiasts and deliver significant revenue growth for dealerships. The new Million Mile Limited Engine Protection Loyalty Program and Million Mile Battery Protection programs 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 fixed operations revenue. These programs are poised to increase per retail unit (PRU) F&I revenue by 19%, giving dealers an essential tool to thrive in challenging market conditions. For more details, visit <https://bit.ly/EFGmillionmile>.

“With sales at three-year low levels heading into the 4th quarter, powersports dealers are facing high inventories and hesitant consumers concerned about the overall economy as well as their personal finances,” said Adam Quart, Senior Vice President, Agency Services and Powersports. “These two new Million Mile programs couldn’t have come at a better time. They are specifically designed to protect the buyer’s investment while giving dealers a powerful, profit-driving tool. By ensuring customer satisfaction and encouraging regular service visits, dealerships will not only enhance customer loyalty but also secure future sales. It’s truly a win-win scenario for both dealers and their customers.”

Key Benefits of the Million Mile Loyalty Programs:

- **Million Mile Limited Engine Protection Loyalty Program:** Offers complimentary, limited coverage for the engine—plus towing services—for new 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.

To qualify, customers simply return to their dealership of origin for regular maintenance and confirm vehicle ownership every five years.

Dealers can further capitalize on these programs by offering optional extended coverages. Longer-term powertrain options are available for both new and pre-owned vehicles, while **Battery Plus coverage** will pay or reimburse the cost to install a single battery, including tax and labor, when Select Coverage is purchased.

In today’s uncertain economic climate, EFG’s Million Mile Loyalty Programs give dealers the competitive edge they need to secure recurring service revenue, strengthen customer relationships, and ultimately drive future unit sales.

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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