



MEDIA ALERT

EFG Spearheads F&I Choice with Signature Finish Elite Appearance Protection

DALLAS, TX (September 17, 2019) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced the launch of Signature Finish® Elite Appearance Protection, designed to boost customer satisfaction and dealership PRU by providing more appearance protection options. For more information, visit <http://bit.ly/2kjihg4>.

This new addition to the Signature Finish Protection suite of products includes ceramic coating to provide exterior protection, UV blocker, and shine enhancement on surfaces that are unprotected by traditional paint sealants, such as:

- Body panels
- Glass
- Chrome
- Rubber trim

Signature Finish Elite Appearance Protection also includes an interior coating to protect against:

- Rips, tears, burns and punctures
- Spills, stains, and water
- Excessive wear and fraying

According to a recent study by Brandywine Global Investment Management, the average age of light vehicles in the U.S. is 11.7 years. Those who buy brand-new vehicles typically keep them for about six years. Because consumers are keeping their vehicles longer than historical norms, they need more choice to preserve as much resale value as possible. Ceramic coating provides longer lasting and stronger protection than traditional paint sealant.

EFG added Signature Finish Elite Appearance Protection to the company's product offering as part of EFG's drive to provide dealers and consumers more options, and to provide dealers market-differentiating ways to increase profitability.

Dealers can now choose to provide either polyurethane or ceramic coating based on their production needs. They can also choose the ceramic coating application method based on their own operations. The addition of this higher-end protection product gives them a better opportunity to tailor their services to individual customer needs.

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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