

# ***FOR IMMEDIATE RELEASE***

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## **EFG Companies Boosts F&I Provider Clout at 2016 American Business Awards<sup>SM</sup>**

*-Honored with a Silver Award in Reputation and Brand Management -*

**DALLAS, TX (May 17, 2016) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today it has received an American Business Award<sup>SM</sup> in the *Communications or PR Campaign of the Year - Reputation/Brand Management* category of the 14<sup>th</sup> Annual American Business Awards. EFG's entry highlighted the company's first F&I Innovator of Year competition, in conjunction with Northwood University.**

Receiving more than 3,400 entries this year, the American Business Awards are the nation's premier business awards program. More than 250 professionals worldwide participated in the judging process to select this year's award winners. These judges found EFG's campaign to be *compelling, innovative, and a unique use of video, social media and traditional print media.*



**REPUTATION & BRAND  
MANAGEMENT**

"For close to 40 years, EFG Companies has advanced the bar in providing superior client service with the belief that quality service leads to quality growth," said John Pappanastos, President and CEO, EFG Companies. "Together with our partner, Northwood University, this student competition demonstrates our efforts to advance the industry in terms of new strategies around dealership profitability and driving relevancy with growing, new segment of vehicle purchasers."

"EFG Companies and the F&I Innovator of the Year competition touched all of our key mission statements - incorporating the lessons of the American free-enterprise society in the college classroom to develop future leaders, managers, and entrepreneurs," said Keith Pretty, President, Northwood University. "With changing market demographics, increased compliance, and an evolving dealership model, everyone is asking what new developments will be made in the F&I space. This competition puts our students at the forefront of that evolution, giving them the unique opportunity to mold the industry at the start of their careers."

"The judges were extremely impressed with the quality of entries we received this year. The competition was intense and every organization that has won should be proud," said Michael Gallagher, president and founder of the Stevie Awards. Details about The American Business Awards and the list of 2016 Stevie winners are available at [www.StevieAwards.com/ABA](http://www.StevieAwards.com/ABA).

For more information about the F&I Innovator of the Year Competition, visit <http://bit.ly/EFGNWInnovators>

### **About EFG Companies**

EFG Companies combines over 37 years of experience serving as an industry innovator of consumer and vehicle protection programs with the company's commitment to raising the industry bar in providing superior client engagement. With their field and administrative teams AFIP and ASE certified, EFG's professionals provide world-class

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product development and administration, go-to-market strategies, training and auditing support across a multitude of channels. [www.efgcompanies.com](http://www.efgcompanies.com)

### **About the Stevie Awards**

Stevie Awards are conferred in seven programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 10,000 entries each year from organizations in more than 60 nations. 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>.