

FOR IMMEDIATE RELEASE



EFG Companies and Northwood University Announce Student Competitors and F&I Mentors in 2016 F&I Innovator of the Year Competition

- Students compete for \$25,000 and the chance to see their F&I product in the market -

DALLAS, TX (September 21, 2016) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, together with Northwood University, today announced the student competitors and F&I mentors participating in the second annual F&I Innovator of the Year competition. Vying for \$25,000 in prize money, this year's 18 contestants hail from Arizona, California, Illinois, Indiana, Michigan, New Jersey, Pennsylvania, and Wisconsin. For more information on the competition, visit <http://bit.ly/Inn0v8te>

The credit-based competition pits six teams of Northwood's automotive students to conceptualize and build a new F&I product. Each team is mentored by an F&I director, and the competing teams develop a business case for their new F&I product that incorporates industry research, market viability, and the product's potential to facilitate F&I product sales in franchise dealerships. The teams will also keep weekly, YouTube video diaries of their progress, challenges and breakthroughs.

"The mentors' industry experience is invaluable in guiding the competitors on the real-world challenges facing dealerships today," said John Pappanastos, president and CEO of EFG Companies. "From changing consumer purchasing behaviors, to increased FTC and CFPB compliance oversight, and a call for enhanced transparency, these mentors will impart a wealth of knowledge that spurs innovation among the students."

The teams and mentors include:

Team Name	Team Members/Hometown	Mentor/Dealership
Angular Momentum	Charles Elledge, Coal City, IL Charles Wheatley, Rancho Santa Margarita, CA Harry Collins, Franklinville, NJ	Ben Hagan Bob Moore Auto Group Oklahoma City, OK
Envision	Alex Rogers, Lancaster, PA Ali Nasrallah, Dearborn, MI Zach Peters, Philadelphia, PA	Caleb Hargreaves Hanlees Auto Group Davis, CA
Groundbreakers	James Skop, Petoskey, MI Tori Mason, Detoit, MI Zach Luchenbill, Pinkney, MI	Sam Levin Nyle Maxwell Auto Group Austin, TX
Triple Clutch	Amanda Poriefka, Midland, MI Harrison Ervin, Chesaning, MI Mollie Arnold, Lowell, IN	Dena Moore Davis-Moore Auto Group Wichita, KS
Team Turbo	Cody Davidson, Green Bay, WI Kendra Taylor, Flushing, MI Mark Ruhle, Royal Oak, MI	Greg Grimes Rohrich Auto Group Harrisburg, PA
Team Vigilance	Alec Bond, Lindin, MI Houston Huff, Tuscon, AZ Lucas Myhre, Austin, TX	Craig Drew Central Maine Motors Auto Group Waterville, ME

-more-

Each year, Northwood selects the best and brightest students from the Automotive Marketing and Management Program to participate in the F&I Innovator of the Year competition. To be eligible for participation, each student must maintain a 3.0 GPA, and hold internships or extracurricular activities in the automotive industry.

The competition runs through November 11, 2016, when a panel of leading dealer principals and EFG executives will judge each team's business case. EFG Companies will award the winning team \$25,000, and will develop the winning F&I product for the retail automotive market. The company will also return a percentage of the product's revenue to Northwood University.

Visit <http://bit.ly/Inn0v8te> to learn more about the F&I Innovator of the Year Contest, watch this year's Innovator video submissions, and follow @EFG_NWInnovator on Twitter for the latest competition news.

###

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 Southwest Airlines, USAA Banking and Finance, and Nordstrom. Learn more about EFG at: www.efgcompanies.com