



In our continuing efforts to advance the success of independent dealers, we are pleased to announce EFG Companies as NIADA's partner for F&I products, services and claims administration. You may recognize them as the creators of the award-winning Hyundai Assurance program, and the recent recipient of the ASE Blue Seal of Excellence Award.

EFG Companies combines almost 40 years of experience serving as an industry innovator of consumer and vehicle protection programs with a stalwart commitment to raising the industry bar in providing superior client engagement. EFG is the only product provider whose dealer services field team is 100% AFIP certified, as well as the only product provider to be certified as a Center of Excellence by Benchmark Portal – a designation that less than 10% of companies achieve.

Beyond their portfolio of industry-leading consumer protection products (VSC, GAP, Tire & Wheel, etc.), EFG brings a suite of services to the independent dealer to increase penetration, fortify compliance efforts and drive maximum F&I profitability. While we recognize that independent dealers have a multitude of product providers from which to choose, very few providers actively engage with independent dealers to provide them F&I training, recruiting services, and industry analytics to help drive their business -- a true differentiator of EFG and one of the clear reasons that NIADA recommends them to our members.

With regard to feedback from EFG's dealer clients, their most recent dealer services client satisfaction survey ranked EFG's net promoter score higher than USAA Banking and Insurance, Nordstrom, and Apple iPhone, with 92% of its dealers noting a high likelihood to recommend EFG to another dealer.

NIADA views EFG as a leader in the design, development, marketing, and administration of F&I solutions, and are proud to introduce them as a worthy partner for your needs. If you have any questions, please feel free to give me a call. You can learn more about EFG at www.efgcompanies.com, or by contacting Todd Cooper, Vice President of Independent Dealer Services, at tcooper@efgusa.com, 972-445-7533.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott D. Lilja", written in a cursive style.

Scott D. Lilja
SVP of Member Services
NIADA