

# ***FOR IMMEDIATE RELEASE***

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## **MotoLease Selects EFG Companies as Their Premier Product Provider**

*- Product Offering Designed to Increase Lease Volume While Driving Profit and Customer Loyalty for Motorcycle Dealers -*

**DALLAS, TX (June 10, 2014) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today it has been selected as the premier product provider by MotoLease, LLC.** MotoLease is a financial services company that offers unique consumer leasing programs through MotoLease authorized dealers. The company designs solutions exclusively for the motorcycle and powersports markets to help even the most credit-challenged riders.



MotoLease has partnered with EFG Companies' Powersports Division to enhance their lease offering with a goal of aggressively increasing marketshare. EFG private labeled their vehicle return program, the award-winning program behind Hyundai Assurance, along with their vehicle service contract and roadside assistance. Starting this month under the SelectGuard brand, all MotoLease leases will include complimentary limited coverage, including 6 months vehicle return and 12 months roadside assistance, with the option to upgrade.

"Going into 2014, we knew we had to get ahead of industry trends, and leasing gives customers the ability to get into a bike without having the extra financial burden of an outright purchase," said Emre Ucer, Managing Partner, MotoLease, LLC. "EFG demonstrated agility and innovation within their product development and administration that we felt would greatly enhance our ability to achieve our goals."



According to the latest report from the Motorcycle Industry Council, first-quarter sales were down 0.2 percent (or 118 units) from Q1 2013, and the motorcycle market dropped 14.7 percent in Q1 2013 from the year before. While yearly sales have stabilized since the Great Recession, they have not bounced back yet.

"MotoLease had significant opportunity to adapt their lease product to both dealership needs and customer concerns," said Glenice Wilder, Vice President of EFG Powersports. "Our private-labeled product offering takes on that opportunity by providing consumers critical protection against unforeseen circumstances and setting the stage for dealers to increase their profitability with upgrades."

With the combined effect of American consumers still being wary of the economy and motorcycle sales dependency on discretionary income, dealerships need a significant value-add to incentivize consumers to make a motorcycle purchase. MotoLease recognized this need and understood that providing limited complimentary consumer protection products would significantly enhance the value of their leases.

This new offering from MotoLease and EFG will enable dealerships to better provide customers options when making a purchasing decision, while at the same time increasing profit per lease sold and customer loyalty.

### **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 100% of their field and administrative teams AFIP and ASE certified, EFG's professionals provide world-class 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 MotoLease, LLC**

MotoLease has been the industry leader in providing innovative motorcycle and power sport lease financing opportunities for the full spectrum of customers, providing a 90 %+ approval rate regardless of credit, from top-tier credit to credit challenged lessees. MotoLease's lease-to-own model provides a low, 10%, residual value on all leased vehicles. In addition, MotoLease offers a totally paperless e-signature process to make it easy for dealers and lessees to complete their paperwork. Over the past three years, MotoLease has dominated the lease marketplace through its dealer network. [www.motolease.net](http://www.motolease.net)

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