

FOR IMMEDIATE RELEASE



Northwood University and EFG Companies Join Forces to Shape Future Retail Automotive Leaders

-Partnership serves as national platform to challenge and advance the industry-

DALLAS, TX (September 16, 2014) Northwood University and EFG Companies, the innovator behind the award-winning Hyundai Assurance program, announced today a national partnership to drive greater opportunity and development of tomorrow's retail automotive leaders.

Under this new agreement, EFG and Northwood University will pave the way for future generations to leverage the hard-fought learnings of today and evolve business practices to successfully navigate the changing dealership landscape of tomorrow. These two award-winning organizations will host thought leadership forums, develop specialized continuing education programs, conduct joint industry research, and cross-publish content. Northwood University has also granted EFG Companies a seat on its National Automotive Marketing Advisory Board to represent the Finance & Insurance sector of the automotive industry.

"During this time of increased compliance oversight and economic recovery, it is imperative that we provide the auto retail industry with individuals equipped with leadership capabilities, and who can analyze current market trends to evolve their business for future success," said Keith Pretty, President and CEO of Northwood University. "Our partnership with EFG Companies adds to Northwood University's ability to prepare our students for a career in this critical U.S. industry."

This partnership will allow both organizations to leverage the experience and knowledge of Northwood University's dealer alumni, and EFG's national dealer network for the benefit of the university's student base. As the industry continues to rapidly evolve, this essential think tank will help drive innovation and cultivate adept leaders to challenge the retail auto industry to new levels of growth and profitability.

"Since 2008, the industry has gone through rapid, and, at times, painful change," said John Pappanastos, President and CEO of EFG Companies. "The Great Recession forced dealers to significantly improve their operations, adopt new technologies and become much more analytical. There is no question that dealers today face an entirely different level of complexity than previous generations. Our partnership with Northwood will help our future industry leaders tackle growing issues like the evolving sales processes, the optimal management of digital assets, the increasing role of consumer protection products in the dealership profit model, and heightened regulation."

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Both the EFG leadership team and the Northwood University faculty will provide input and guidance to ensure that Northwood students experience the continued benefit of the most relevant and thought-provoking retail automotive curriculum available in the U.S. In addition, EFG will provide internship and employment opportunities within its franchise dealer base as students seek to apply their classroom experience to the real world.

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About Northwood University

Northwood University is committed to the most personal attention to prepare students for success in their careers and in their communities; it promotes critical thinking skills, personal effectiveness, and the importance of ethics, individual freedom and responsibility. Private, nonprofit, and accredited, Northwood University specializes in managerial and entrepreneurial education at three full-service, residential campuses located in southern Florida, mid-Michigan and northern Texas. Adult Degree Programs are available in seven states with many course delivery options including online. The DeVos Graduate School offers accelerated, evening and weekend programming in Michigan, Texas and Florida. The Alden B. Dow Center for Creativity and Enterprise provides system-wide expertise in family enterprise, entrepreneurship, creativity and innovation, and new business development. International education is offered through study abroad and in Program Centers in China (Changchun and Wuxi), Malaysia and Sri Lanka. www.northwood.edu/

About EFG Companies

With close to 40 years of experience serving as an industry innovator of consumer and vehicle protection programs, EFG Companies is a world-class financial services product administrator committed to the continuous development of innovative products and services with go-to-market strategies and execution support across a multitude of channels. www.efgcompanies.com