



EFG Companies Announces Former Cox Automotive Executive to Lead Dealer Services Group

DALLAS, TX (January 14, 2021) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, today announced that Scott Kaskocsak, the former Senior Director of Enterprise Sales for Cox Automotive, has joined the company as Executive Vice President, Dealer Services. For more information, visit bit.ly/EFGLeadership.

"The decision to bring Scott on to our senior management team is a natural extension of EFG's commitment to providing clients with profitable solutions to their business challenges," said Eric Fifield, Chief Revenue Officer at EFG Companies. "Dealers navigating today's changing marketplace dynamics are demanding greater value from their F&I partners. Scott provides the critical leadership required to provide clients not only greater F&I profitability, but also strategic business value to generate consistency in their business going forward. As the pace of change in the retail automotive industry increases, his team will be laser-focused on ensuring clients are up to the challenge of growing their business during and on the other side of COVID-19."



Kaskocsak brings 25 years of sales leadership and strategic planning experience in the retail automotive industry to his role as Executive Vice President, where he will be responsible for bringing EFG's market-differentiating solutions and industry-leading engagement model to market through client development and acquisition efforts.

"EFG is well-positioned to provide strategic leadership in boosting dealer profitability in these changing times," said Kaskocsak. "I look forward to lending my experience and expertise to EFG's clients and leadership team, delivering consistent growth and value-added business insight as we move into the next chapter of retail automotive."

As the Senior Director of Enterprise Sales for Cox Automotive, Kaskocsak grew and managed a \$60 million book of business as part of their largest enterprise customer segment. He has also served as the Vice President of Sales for Strategic Marketing, Inc., and held numerous positions for Reynolds & Reynolds including sales leadership, marketing management, sales, and training.

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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.