

FOR IMMEDIATE RELEASE



EFG Offers Incentive to Motorcycle Dealers with Certified Hide™ Challenge *- Program Increases Used Bike Sales By Getting Customer Past "Buyer Beware" -*

What:

EFG Companies, the innovator behind the award-winning Hyundai Assurance Program, has unveiled an incentive for the first twenty motorcycle dealers who sign up to offer the company's Certified Hide™ Pre-owned Protection program. Called the "Certified Hide Challenge," the campaign provides the first 20 dealers a full year of roadside assistance to their customers' coverage at no extra cost.



Why:

Certified Hide Pre-Owned Protection was designed as a purchase-motivating tool for dealers to increase used motorcycle sales by providing thorough bike inspection, protection and coverage. Certified pre-owned programs are common in the retail automotive space, but rare in the powersports space. Certified Hide Pre-Owned Protection appeals to customers looking for a more affordable, used motorcycle; but, provides the financing and protection of a new bike, including a 106-point inspection, and complementary 30-day, 60-day, or 90-day unlimited mile options for limited powertrain coverage.

Certified Hide's advantages enhance a dealer's pre-owned offerings – ultimately helping them to increase motorcycle unit sales and revenue. Dealers also have an additional profit opportunity to upsell to the full Hawg Hide vehicle service contract through EFG.

When:

The Certified Hide Challenge is available now through March 31, 2015.

How:

To sign up for EFG's offer, contact the company directly at 214-675-6490 or gwilder@efgusa.com.

For More Information:

- To learn about EFG's Certified Hide program, visit <http://efgcompanies.com/products/maintenance-plan-vsc/certified-hide-pre-owned-protection.aspx>
- For more on EFG's products and services for powersports dealers visit: <http://www.efgcompanies.com/who-we-serve/for-motorsports-dealers.aspx>

About EFG Companies

EFG Companies combines almost 40 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 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

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