

POWERSPORTS **BUSINESS**

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FOR IMMEDIATE RELEASE

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EFG Companies named sponsor of 2016 Powersports Business Power 50 dealer awards program

MINNEAPOLIS (March 29, 2016) — *Powersports Business* today announced that EFG Companies has been named a sponsor of the 2016 Power 50 dealer awards program. The Power 50, the only program of its kind in the industry, annually selects the 50 most outstanding powersports dealerships in North America. A two-time Nifty 50 winner and the innovator behind the award-winning Hyundai-Assurance program, EFG Companies brings almost 40 years of industry-leading consumer and vehicle protection programs to the powersports market. EFG built its reputation on delivering products that provide valuable protection to the consumer, fostering greater customer loyalty while increasing income opportunities for the dealer. The company's true differentiator lies in its engagement model. EFG surrounds its clients with an array of training, F&I development and marketing services to facilitate the compliant and successful sales of consumer protection products that increase dealership profitability, mitigate risk exposure and cultivate customer retention.

"EFG Companies is back for the second year as a sponsor, and it's because of their support that we're able to produce such an inspiring program," said *Powersports Business* editor in chief Dave McMahon, who also manages the Power 50 program. "The forward-thinking approach that EFG Companies takes with its profitable F&I products are sure to be an ideal match for Power 50 dealers."

"With EFG's F&I expertise, we are uniquely equipped to successfully assist our powersports dealer partners to fortify and increase their profitability during this time of significant change where compliance and customer service are at the forefront of everyone's mind," said Glenice Wilder, the vice president of EFG Powersports. "In our effort to keep our dealer partners at the forefront of the industry, we are proud to sponsor the Power 50 program to help bring to light the strategies and best-practices that tie dealership profitability with customer satisfaction."

The Power 50 application deadline for dealers is June 1. The online application can be found at www.powersportsbusiness.com/power-50.

Power 50 winners will be announced at the Power 50 Awards Dinner held in October during the American International Motorcycle Expo (AIMExpo) in Orlando. Among the highlights of the celebration is the announcement of the Top 5 dealers in North America, including the No. 1 dealer. In addition, awards are presented to dealers in a variety of Best in Class categories. Power 50 dealers also receive promotion via advertisements placed in *Powersports Business* and in sister publications *Rider* and *Thunder Press*.

About Powersports Business

Based in Minneapolis, Powersports Business, now in its 19th year of publication, serves the powersports industry through its magazine, digital properties and live events. For more information visit www.powersportsbusiness.com.



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About EFG Companies

EFG Companies, the innovator of the award-winning Hyundai Assurance program, brings almost 40 years of industry-leading consumer and vehicle protection programs to the powersports market. The company's stalwart commitment to superior client engagement is delivered through its proprietary portfolio of products and services that increase penetration, fortify compliance, and drive maximum F&I profitability. For more information, visit www.efgcompanies.com.