

# **FOR IMMEDIATE RELEASE**



## **EFG Companies Launches Lifetime Start Battery Protection®, Redefining Everyday Value into Lifetime Dealership Engagement**

DALLAS, TX (June 4, 2026) – **EFG Companies has introduced Lifetime Start Battery Protection®, a high-impact F&I solution designed to turn one of the most common ownership frustrations—dead batteries—into a consistent driver of dealership traffic, retention, and revenue. By delivering everyday value to vehicle owners, the program creates ongoing touchpoints that bring customers back to the showroom and service drive throughout the life of the vehicle. For more information, visit <https://bit.ly/4nZ4ZR2>**

EFG Companies' new Lifetime Start Battery Protection is designed to help auto dealers increase service drive traffic, strengthen long-term customer relationships, and deliver practical, everyday value to vehicle owners. The F&I product addresses one of the most common ownership issues—battery failure—by helping customers avoid unexpected replacement costs while supporting the long-term reliability of their vehicles. Positioned as both a protection and loyalty solution, the program creates a consistent reason for customers to return to the dealership throughout the life of the vehicle.

“This program turns a routine pain point into a powerful retention strategy,” said Eric Fifield, Chief Revenue Officer at EFG Companies. “As new vehicle sales decline and consumers struggle with economic challenges, this program gives dealers a built-in reason to reconnect with customers, while customers gain confidence knowing they're protected from unexpected battery failures. It's a valuable differentiator while boosting backend revenue.”

Unlike traditional protection products that are only used when a failure occurs, **Lifetime Start Battery Protection is structured to keep customers connected to the dealership over time.** Simple program requirements—such as routine battery maintenance and periodic ownership verification—encourage ongoing engagement while reinforcing retention strategies.

Coverage is available on both **new and pre-owned vehicles.** In addition, dealers can offer flexible options, including **standard coverage for battery replacement** and **enhanced coverage that includes tax and labor**, further supporting customer satisfaction and F&I profitability.

By aligning service, sales, and F&I objectives, the program provides dealers with a practical tool to improve lifetime customer value. It can be seamlessly incorporated into existing F&I menus and service department strategies.

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## **About EFG Companies**

For almost 50 years, EFG Companies has provided consumer protection programs for vehicles and residences across seven market channels. The company's strategic intent is to build sustainable market differentiation and profitability for its clients and partners, including dealers, lenders, manufacturers, independent marketers, and agents. EFG's award-winning engagement model is built upon the belief that the company serves as an extension of its clients' management teams, providing ongoing F&I development, training, product development, compliance, and nationally recognized product administration with an ASE-certified claims team. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com)

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