

RoadVantage Celebrates Fifth Year of Record Growth, Announces Executive Promotions

Innovative F&I Provider Continues Upward Trajectory

Austin, Texas ([PRWEB](#)) June 02, 2016 -- RoadVantage, the fastest-growing provider of F&I programs for the automotive industry, marked its fifth year of record growth by announcing promotions for three executives. RoadVantage reported a 72-percent increase year-over-year in new dealers actively selling RoadVantage programs, and a 51-percent increase in new agent signups for the same period, while maintaining service levels at 97 percent of claims approved in eight minutes or less.

“I attribute our record success over these five years to our innovative focus on the customer experience,” said RoadVantage CEO Garret Lacour. “We offer a complete line of powerful F&I products, but where the rubber meets the road is in our customer service. This is what makes dealers and agents so excited to work with us.”

In May, RoadVantage won a Platinum Dealers’ Choice Award for F&I Products – its second year in a row to win an award in this category – and in April, RoadVantage introduced the market’s first GPS System bundled with a theft protection benefit.

RoadVantage also announced promotions for three key executives: Bradford Blizzard, a 30-year F&I industry veteran, was promoted to National Vice President of Sales, Michael Scotty has been promoted to Senior Vice President of Operations, and Melissa Anderson is now Vice President of Marketing.

“With the explosive growth we’ve experienced, this is an exciting time to be with RoadVantage,” said Blizzard. “No one else can match what we offer, from products to service, and it all starts with our company culture: everyone here is passionate about making a difference for our customers.”

Bradford Blizzard began his automotive career in 1982 at a dealership before transitioning to the consulting side of the business, after which he served as VP National Account Manager with SafeGuard. As National VP of Sales for RoadVantage, Blizzard oversees the regional vice presidents’ sales efforts in conjunction with driving sales at a national level. Blizzard was part of the “Profit Opportunities” panel last month at the 2016 Agent Summit.

Michael Scotty brings to RoadVantage more than 20 years in business development and operations management. At RoadVantage, Scotty oversees the internal operations of multiple departments to ensure corporate objectives are met.

Melissa Anderson has more than 20 years of experience in marketing communications and oversees the advertising, public relations, direct marketing, events, online marketing and social media for RoadVantage, working to build brand awareness and loyalty through all marketing channels.

About RoadVantage

Founded in 2011, RoadVantage is led by F&I industry veterans focused on one goal: building the best automotive aftermarket ancillary product company, from the ground up. RoadVantage leverages new technology and a streamlined approach to develop truly innovative products and to offer the highest level of customer experience – driving value and profit for all stakeholders, and setting a new industry standard in the



process. RoadVantage (<http://www.roadvantage.com>) offers a full portfolio of ancillary products through certified agents and is headquartered in Austin, TX with regional offices in Boston, MA; Dallas, TX; Phoenix, AZ; Miami and St. Augustine, FL.

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Contact Information

Anna Rash

RoadVantage

<http://www.roadvantage.com>

+1 (855) 955-7623 Ext: 8134

Melissa Anderson

RoadVantage

<http://www.roadvantage.com>

8559557623 8108

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