

RoadVantage Unveils Free F&I Video to Dealerships Nationwide to Help Educate Consumers

New Video Helps Illustrate Value of Drive Consumer Demand for F&I Products

Austin, TX ([PRWEB](#)) November 17, 2016 -- RoadVantage, the fastest-growing provider of F&I programs for the automotive industry, today unveiled a new video illustrating the value of ancillary programs, available to dealerships nationwide, to drive customer interest in F&I protection when purchasing a vehicle.

RoadVantage created the 2-minute video (available on the RoadVantage YouTube channel at <http://bit.ly/2fWigrR>) in response to recent industry studies indicating that a greater awareness and understanding of F&I products correlates with a higher receptiveness to hearing about them in the F&I manager's office, and a stronger likelihood of buying them.

“It's become clear that in the world of F&I, low consumer awareness is a major obstacle to sales, making education hugely important and in everyone's best interest,” said Garret Lacour, CEO of RoadVantage. “Customers have indicated a strong desire to learn about F&I programs in advance. Addressing the need for consumer education helps all of us – the providers, the dealers, and the consumers.”

The RoadVantage video is available for use by all dealerships and explains the value of F&I programs. Dealers can link to the video, or download it for use on dealers' websites, to run on showroom TVs, or to use as part of a presentation in the F&I manager's office. The RoadVantage-branded video features coverage offered by RoadVantage, but can be used by any dealership selling F&I products.

“As an automotive dealer who's been in this industry for 35 years, I think this video serves an important need – not only for dealers, but for F&I in general,” said Randy Ross, Senior Vice President of Sales for RoadVantage and owner of Ross Chrysler Jeep Dodge in Boone, NC. “I'm using this video in my dealership now. It removes one of the biggest obstacles to selling F&I programs by driving awareness and interest in F&I programs.”

RoadVantage created the video in response to recent industry studies, including the 2015 Maintenance and Repair Study conducted by Cox Automotive, looking at consumer attitudes, awareness and behavior regarding F&I programs. The RoadVantage video can be used both on dealerships' websites and in the dealership to raise consumer awareness of F&I programs and to drive customers to request F&I protection when they go into the dealership to purchase their vehicle.

About RoadVantage

RoadVantage is led by F&I industry veterans focused on one goal: building the best automotive aftermarket ancillary product company, from the ground up. The RoadVantage team 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 across the U.S.

For more information, please visit www.roadvantage.com.

To download the video, please visit the RoadVantage YouTube channel at <http://bit.ly/2fWigrR>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).