

RoadVantage Announces F&I Power Bundle for Retail and Leased Vehicles

RoadVantage, the fastest-growing provider of F&I programs for the automotive industry, today announced a powerful new addition to its Preferred customizable bundles, making it the most robust program available in the market today for retail and leased vehicles.

Austin, TX ([PRWEB](#)) January 12, 2016 -- RoadVantage, the fastest-growing provider of F&I programs for the automotive industry, today announced a powerful new addition to its Preferred customizable bundles, making it the most robust program available in the market today for retail and leased vehicles.

The enhanced Preferred bundle incorporates environmental interior and exterior coverage, into the coverage already included: tire & wheel, cosmetic/alloy wheel, windshield, dent & ding, key replacement and emergency roadside service. The new bundle is part of RoadVantage's True Coverage initiative that dramatically reduces exclusions, making it the most comprehensive coverage available.

“RoadVantage launched this new Preferred bundle with environmental coverage in order to ensure that all customers have a complete solution for their vehicles,” said Randy Ross, senior vice president of sales for RoadVantage. “The new Preferred bundle is superior to a typical lease wear-and-tear program because it provides benefits to customers during the life of their lease, rather than just at the lease end. It’s also customizable based on customer needs.”

Last year, RoadVantage announced a Preferred “Total Solution,” a bundle that can be customized specifically for retail or leased vehicles. The enhanced Preferred program announced today builds on that concept.

“With this launch, we’re further enhancing what is already the most powerful bundle on the market by taking it to the next level,” said Garret Lacour, CEO of RoadVantage. “Through this latest addition, RoadVantage continues to build on an already best-in-class program.”

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 that 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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