

## Finalists Announced for 2017 F&I Digital Media Awards

*F&I and Showroom and F&I Express announced 13 finalists in five categories for the first-ever F&I Digital Media Awards.*

Torrance, Calif. ([PRWEB](#)) August 25, 2017 -- Organizers of the inaugural [F&I Digital Media Awards](#) have announced that 13 entries from 10 finalists will advance to the second stage of the awards program. Category winners will be selected by a panel of five judges and honored at the upcoming [Industry Summit](#), where the Grand Prize Winner will be announced. The awards are presented by F&I and Showroom magazine and sponsored by [F&I Express](#).

The finalists for the 2017 FIDMAs are:

### Category No. 1: Best Product-Specific Digital Media

- Axiom: “Key Replacement”
- Justin Gasman, McCaddon Cadillac Buick GMC: “What Is GAP?”
- Portfolio: “Prepaid Maintenance”
- Protective Asset Protection: “Powertrain Limited Warranty”
- Zurich: “Vehicle Service Contract”

### Category No. 2: Best General Education Digital Media

- Justin Gasman, McCaddon Cadillac Buick GMC: “Car-Buying Advice”
- Justin Gasman, McCaddon Cadillac Buick GMC: “We Have the Best Videos”

### Category No. 3: Most Unique and Artistic Content

- All finalists are eligible

### Category No. 4: Best Website Feature

- GWC Warranty: “Video Carousel”
- Alpha Warranty: “DriveEasy Website”
- Darwin Automotive: “Remote Delivery”

### Category No. 5: Best Mobile App

- AutoGravity: “How It Works”
- Axiom: “Imagine COVI”
- Dealertrack: “It’s Time to Buy a Car, and You’re Ready”

“F&I Express would like to congratulate all the finalists who are at the forefront of moving the F&I industry forward,” said Brian Reed, CEO of F&I Express. “It is important to create engaging content to support dealership efforts, especially through a digital experience.”

To watch the videos, click on the “[Finalists](#)” tab at the program’s website. Industry Summit will be held Sept. 11–14, 2017, at the Gaylord Texan Resort & Convention Center in Grapevine, Texas, near Dallas, and the awards ceremony will be held on Wednesday, Sept. 13.



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