

RoadVantage Donates Free F&I Videos to the Industry

Videos will raise consumer awareness of the value of F&I products.

AUSTIN, Texas ([PRWEB](#)) September 07, 2017 -- RoadVantage, the fastest-growing provider of F&I programs for the automotive industry, has created a series of videos that cover a range of F&I product categories, with the aim of educating consumers before they enter the F&I office. RoadVantage is donating these videos to the industry, free of charge, and they are not tied to a specific provider brand. Dealers and agents can post them on their websites, or play them in their waiting rooms to raise consumer awareness of F&I products and the value they offer to consumers.

A few providers offer proprietary branded product videos, but if a dealership carries products from more than one provider or changes product suppliers, those videos become useless, requiring dealerships to switch out videos — or stop using them altogether. These videos allow for anyone to use them, regardless of the provider.

The product category videos include:

- Tire & Wheel
- Dent & Ding
- Windshield
- Key Replacement
- Interior/Exterior
- Theft Protection
- Total Coverage
- GAP
- Vehicle Service Contracts

“Our philosophy at RoadVantage is ‘A Better Customer Experience’,” said Garret Lacour, CEO of RoadVantage. “And we aren’t just talking about our products and claims service. We believe the entire industry benefits when dealers get involved with educating consumers about the value F&I products bring to the table. But we don’t just want dealers who offer our products to benefit — we want every dealer to have the ability to offer professional, high-quality video content for the F&I products they offer. That’s why we decided to go this route with our videos, and why we are offering them free of charge to everyone who wants to use them.”

A 2016 HIS Automotive study found that consumers who were educated on the value of F&I products, before they entered the F&I office, were three times as likely to purchase those products than consumers who were not educated. No matter what products or provider a dealership or agent chooses to offer, the entire industry benefits when we meet consumers where they prefer to get their information.

The videos can be downloaded at:

<http://roadvantage.com/free-videos>

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 innovative products and offer the highest level of customer experience — driving value and profit for all stakeholders, and setting a new industry standard in the process. RoadVantage



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; Santa Cruz, CA and St. Augustine, FL. For more information, visit www.roadvantage.com.

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