



1 Year Free with F & I Connector



Monthly
ID theft
policies
upsold:

281



ID theft
product sales
penetration:

64%



Total ID theft
product revenue:

\$122,450

ID Theft product with a 3/5 year term

"This exciting new product allows us to show our customers appreciation by giving them a FREE 1 yr of ID Theft coverage included in every car which leads to a potential revenue upsell opportunity in the F&I office."

Michael Gruber, General Manager