



**F&I Express Launches Digital Solution to Help Drive Aftermarket Sales for Dealers at NADA 2019**  
*Combining digital content with aftermarket product rates and programs will be a game changer for the digital retailing industry*

**Grapevine, TX – January 22, 2019** - The newest solution from F&I Express, Express Digital Media (EDM), will launch with expanded functionality at NADA in San Francisco, January 25-27, providing dealers a powerful tool designed to increase customer consideration and purchases of aftermarket products. EDM allows digital retailers to display VIN-specific aftermarket products, rates and content integrated through the F&I Express API.

The EDM solution will benefit digital retailers and menu companies seeking to increase sales of aftermarket products by exposing consumers to them earlier in the shopping process. Additionally, the solution will benefit consumers by educating them about the specific aftermarket products that may be available for the vehicle they are interested in purchasing. EDM will also enable F&I Express customers to access pre-approved F&I provider digital content, better educating the consumer shopping on the dealership's website.

"A key benefit of digitizing the car-buying process is the ability to educate consumers about F&I products in a no-pressure environment and present real-time, dealer-specific rates for F&I products that are worked into the shopper's monthly payment," said Pete Batten, GM of Digital Retailing at Cox Automotive. "F&I Express' EDM solution delivers dynamic, educational content that gives consumers the transparency they are looking for."

In addition to helping digital retailers and menu companies deliver an enhanced car shopping experience, EDM also offers major benefits for the F&I providers. EDM gives F&I providers a powerful distribution network for their approved digital content, while giving those providers more control over how their aftermarket protection products are presented by digital retailing and menu companies.

"More than 17 million new cars were sold in 2018. We expect the percentage of those cars being purchased via digital retailing to continue to grow," said Brian Reed, president, F&I Express. "With more vehicles being sold online, there will be an even greater opportunity to boost profits by educating consumers digitally about the benefits of aftermarket protection products. F&I Express EDM solutions has the ability to change the game for dealership profitability."

To learn more or to schedule a demo, please contact [SandyF@FandIExpress.com](mailto:SandyF@FandIExpress.com).

#### **About F&I Express**

F&I Express, a Cox Automotive Company has been dedicated to leading the aftermarket industry into the digital age with innovative technology solutions. With solutions that cut costs, educate consumers, improve compliance and increase efficiency for dealers, agents, providers, and lenders, F&I Express offers a process for eRating, eContracting, eRegistering and eCancellations for aftermarket products on one platform. The Express Recoveries solution is an optimized eCancellation solution for lenders, providers and dealers to streamline the cancellation and recoveries process in an efficient and compliant

manner. Express Digital Media gives digital retailers the power to educate car shoppers online with accurate and dynamic aftermarket rates and content. For more information about our innovative solutions, please visit [fandiexpress.com](http://fandiexpress.com) or follow us on Twitter @fandiexpress.

### **About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. [www.coxautoinc.com](http://www.coxautoinc.com)

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