

## **EasyCare Selects MenuVantage as National Provider of Menu Selling Software**

*MenuVantage, a fully customizable, web-based menu selling system that integrates seamlessly with major Dealer Management Systems (DMS), today announced that EasyCare has selected MenuVantage as a national “preferred provider” of Menu Selling software. EasyCare Vehicle Service Contracts is a branded product of Automobile Protection Corporation – APCO, a wholly owned subsidiary of Ford Motor Company and a perennial leader in the extended service contract and OEM warranty industry.*

ORLANDO, FLORIDA (PRWEB) June 6, 2006 -- MenuVantage, a fully customizable, web-based menu selling system that integrates seamlessly with major Dealer Management Systems (DMS), today announced that EasyCare has selected MenuVantage as a national “preferred provider” of Menu Selling software. EasyCare Vehicle Service Contracts is a branded product of Automobile Protection Corporation – APCO, a wholly owned subsidiary of Ford Motor Company and a perennial leader in the extended service contract and OEM warranty industry.

EasyCare joins 50 other providers currently on the MenuVantage platform including GE, API, AFAS, and Safeguard.

“We are very excited to partner with MenuVantage. It is a cutting edge application that will provide our dealers and agents with the most advanced and effective web driven process in the industry. Their automated rating and state-of-the-art contract processing systems fit in well with our plans for expanding our technology in those areas. Also, their software provides an outstanding platform for more diligent compliance and promotes best practices in all areas of F&I. Effective installation, training and implementation of MenuVantage has proven to significantly increase dealer profit in the F&I department which is vitally important to the dealers we serve”, commented Larry Dorfman, Chairman/CEO of APCO/EasyCare.

MenuVantage Chief Marketing Officer Phillip Battista added, "MenuVantage is proud to have been selected by EasyCare, a leader in the service contract industry. We look forward to providing the technology that will support EasyCare dealers and agents in taking their F&I performance to an even higher level."

According to Battista, MenuVantage has developed a system that not only assists dealers on the front end, but also providers on the back end; offering unique benefits to F&I Providers. The MenuVantage system incorporates a powerful communication feature that offers the capability to broadcast information directly to their dealer's desktops. With this feature providers can run contests, make announcements and post new product promotions in minutes.

Additional provider benefits include a built-in reporting suite that automatically submits cleared contracts on a daily basis. Providers can now track and monitor dealers daily; detect trends early, identify weak points before they become problems and respond accordingly.

MenuVantage supplies dealers with superior F&I tools to ensure compliance and increased per unit profit. The system offers F&I Departments the most advanced technology available on the market including electronic submission of warranty and F&I products to providers, real time service contract rating for over 50 providers, and dynamic printing of documents on regular paper.



MenuVantage has seen a strong increase in market presence and currently processes more than 67,000 deals per month for 2,300 users at automotive dealerships nationwide; the average deal with MenuVantage produces \$903 per unit in F&I Income compared to \$633 per unit without the system – a 30% increase in revenue.

About MenuVantage:

MenuVantage, based in Orlando, FLA provides a unique approach to presenting and selling additional Finance and Insurance (F&I) products by providing a custom F&I menu with products that better suit each dealership customers' needs.

Menus are generated based on the deal parameters entered by an F&I manager at the time of sale. These deal parameters are used to build a menu from templates to provide the best possible package for each dealership customer. The F&I manager then has the opportunity to fine tune the parameters for pricing and term to provide a customized solution, meaning higher possibility of sale. The practice ensures that customers are offered all products and get all required disclosures. Benefits include: Real Time ADP/ R & R interface, electronic warranty look up, OFAC Compliance, an average 22% increase in product sales and Doubled PVR.

MenuVantage is a truly customizable web-based menu system featuring bi-directional integration with major dealer management systems (DMS), eliminating any need for double entry. A web-based system also averts the need to back up information on the company server - any computer with Internet Explorer™ can access the system. In addition, the system constantly queries the database to ensure that all taxes, fees and prices are accurate on every deal processed in the MenuVantage system. MenuVantage can be reached on the web at <http://www.menuvantage.com>.

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### **Contact Information**

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CARTER-WEST PUBLIC RELATIONS

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