

## EASYCARE EXPANDS OFFERING WITH RV APPEARANCE PROTECTION

### SPRAY ON PROTECTION COVERS NEW, USED RVs INSIDE AND OUT

Adding to an existing suite of F&I benefits tailored to RV dealers and their customers, EasyCare is expanding its dealer offering to include RV Appearance Protection.

With the addition of the spray-on protective product, which shields new and used RVs from damages such as weather-induced fading, stains and odors, EasyCare looks to provide value to dealers and their customers by protecting RVs and preserving resale values.

RV Appearance Protection joins the industry's only Motor Trend recommended F&I suite that includes Vehicle Service Contracts, DriverCare Tire and Wheel, Guaranteed Asset Protection and Limited Warranty benefits.

EasyCare Vice President Pete Lee says the new offering helps protect the investment of RV buyers, while providing RV dealers with a concrete asset to bolster their customer offering.

"RV Appearance Protection helps customers protect one of the largest investments they'll make and gives them peace of mind on every journey," Lee says. "For dealers, it's a tangible benefit that enhances the ownership experience."

#### VALUE FIRST IMPRESSIONS

Whether new or used, the presence—or lack of—curb appeal makes a big difference in the value of any RV, and it's no secret that Mother Nature can be unforgiving to RV exteriors.

RV Appearance Protection not only shields the most visible siding and surfaces to prevent loss of gloss, but also provides protection to the RV's vulnerable areas such as bull noses and end caps, bumpers, headlight lenses and side-view mirrors.

From bird droppings and insects like lovebugs, to tree sap and road de-icing agents, RV Appearance Protection has curb appeal covered. It protects exteriors from weather-induced fading, water etching, spotting, oxidation and other damage that threatens the appearance and value of the RV.

#### IT'S WHAT'S INSIDE

Though the external appearance of an RV is important, it's often what's inside that counts.

RV Appearance Protection extends the life of fabrics and protects against premature aging by safeguarding RV interior surfaces from exposure to the natural elements of the outdoors, as well as man-made wear-and-tear.

By sealing out water and oil-based stains, it simplifies cleanups and protects against mold or mildew odors caused by spills. The product shields vinyl and fabric, helping to prevent permanent staining.

In addition to providing coverage from day-to-day mishaps, EasyCare's protectant contains inhibitors to delay fading and prevent ultraviolet rays from weakening fabrics that could cause punctures, rips or tears.

**For more information about RV Appearance Protection or EasyCare's full suite of RV-tailored F&I benefits, visit [www.easycare.com/rvprospotlight](http://www.easycare.com/rvprospotlight) or call 1-844.549.6410.**

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Protecting What Moves You

