

**Pelican Auto Finance engages FNI Incorporated for vehicle service contract program management.**

*Deep subprime lender Pelican Auto Finance, LLC (“Pelican”) has engaged Raleigh, NC based product compliance and marketing firm FNI Incorporated (“FNI”) to provide product management services and product training for their recently announced AUL vehicle service contract program.*

“When it comes to product selection, Pelican’s first priority - offering customers the highest levels of used car mechanical breakdown protection with seamless claims service - made AUL a perfect fit” according to FNI President David Bafumo. Pelican’s selection process included a site visit to AUL’s Napa, CA headquarters and a thorough consumer focused review of the vehicle service contract terms, claim administration policies, and point of sale marketing materials with FNI. Pelican Chief Executive Officer Troy Cavallaro states, “It was clear from our visit that the long experience of AUL’s management team and remarkable employment longevity of key customer service and claims personnel, means a superior experience for Pelican customers and dealers.”

Pelican turned to FNI to design a standardized product marketing process for their sales force and dealer base which currently extends into more than 30 states. Product, policy and pricing transparency are cornerstones of FNI’s design and together with a superior product, naturally leads to superior results for consumers and dealers. “Pelican’s easy to understand marketing process is designed for dealerships to simply provide every customer with complete, accurate product information and options, including terms, conditions and cost” according to Bafumo.

Documenting dealerships’ understanding of the marketing process at the time of training and customers’ product choices at the time of sale provides added peace of mind for Pelican’s executive team. Pelican Chief Operating Officer & Chief Compliance Officer Joel Kennedy says, “We’ve integrated the AUL service contract program into our lending platform so that customers have the option of affordable protection from the catastrophic financial impact of mechanical breakdowns. Knowing that every qualifying customer has had the opportunity to opt for the product, and has made an informed choice about it, is critical to the success of the program.”



**About FNI Incorporated**

Raleigh, NC based FNI Incorporated assists auto & consumer finance companies and select dealerships with product vendor and product marketing due diligence, sales process design and implementation and ongoing product and vendor management for new or existing add-on product programs. FNI’s President David Bafumo has over 15 years of experience in designing and managing product programs for financial institutions. For more information visit [www.myfni.com](http://www.myfni.com)



**About Pelican Auto Finance, LLC**

Pelican Auto Finance, LLC, operating out of San Diego, CA and Chadds Ford, PA, specializes in the underwriting and purchase of deep sub-prime automotive retail installment contracts. Pelican, founded in 2009 by Cavallaro and Kennedy, has a \$60 million portfolio and a senior management team with over 100+ years in the sub-prime automobile finance space. For more information, visit [www.pelicanaf.com](http://www.pelicanaf.com)