



**FOR IMMEDIATE RELEASE**

## **RoadVantage Brings Sally Freeman Aboard as VP of Client Experience**

**AUSTIN, Texas – May 22, 2020** – RoadVantage, voted best F&I products provider by dealerships nationwide for three years running, announces the addition of Sally Freeman as Vice President of Client Experience.

Ms. Freeman has more than 15 years of experience in the Automotive F&I space, serving primarily in sales and marketing management roles. She has held Vice President positions at both Safe-Guard Products International, LLC, and APCO Holdings. Her areas of expertise include product development, marketing and communication, risk analysis, process improvement, and sales management. Ms. Freeman's greatest successes, however, have come from building some of the best client support teams in the industry.

She has always followed her passions for learning from and mentoring others, which allowed her to build long-term, trusting relationships with team members and clients that have stood the test of time. "The relationships and knowledge I've gained from both the individuals on my teams and the clients we support have been my greatest professional rewards," said Ms. Freeman.

"We couldn't be more pleased to have Sally Freeman join our team as Vice President of Client Experience", said Garret Lacour, RoadVantage CEO. "Our company is leading the market in product innovations, setting new standards, and delivering unsurpassed service to agents, dealers, and customers. With the creative approach and innovative thinking that Sally brings to RoadVantage, we will continue to achieve our mission of Delivering an Exceptional Customer Experience.

"I'm excited to be joining the team at RoadVantage," added Ms. Freeman. "I've been watching this company since inception, always in awe of its commitment to deliver products and experiences that go beyond what seemed feasible to the rest of us. This is going to be fun!"

### **About RoadVantage**

Fueled by innovation, led by industry veterans, and powered by passion to create a better customer experience, RoadVantage is the fastest-growing F&I provider in the industry. With a team that leverages technology and a streamlined approach, RoadVantage is setting new standards for performance, with exclusionary programs providing the most comprehensive coverages available anywhere in the industry today. RoadVantage's industry-leading service levels result in 98% of claims approved in seven



minutes or less, and 99% of claims paid within 1 hour of receipt of the signed invoice. RoadVantage offers a full portfolio of ancillary and VSC products through certified agents and is headquartered in Austin, TX, with regional offices in Boston, MA; Dallas, TX; Phoenix, AZ; and St. Augustine, FL. For more information, visit [www.roadvantage.com](http://www.roadvantage.com).

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