

Creditor Insurance Launch

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Sym-Tech Dealer Services’ and **The Canada Life Assurance Company (“Canada Life”)** are pleased to confirm today’s exclusive launch of a new Creditor Insurance offering for Canadian Automotive dealers. Canada Life provides a comprehensive finance protection portfolio that includes:

- Life insurance
- Disability insurance
- Involuntary unemployment benefits (where available)

Some of the key benefits of the Canada Life finance protection products available through Sym-Tech Dealer Services include:

- Competitive premiums based on group rates
- Fully insured – Canada Life is A.M. Best “A+” Rated
- High level of dealer / customer service - administered by Sym-Tech
- New competitive dealer compensation structures

“Sym-Tech Dealer Services is honoured to be working with such a reputable and storied insurer as Canada Life”, stated Chris Cawston, President & General Manager of Sym-Tech. “Working closely together, we have constructed a new Creditor Insurance program that provides a strong value proposition for customers, along with an innovative new compensation structure for dealers.”

“With Sym-Tech’s reputation as a Finance & Insurance (F&I) leader in the Canadian automotive industry, we are pleased to be launching this exclusive new program with them,” said David Fear, Senior Vice-President, Creditor Insurance, Canada Life. “We are looking forward to working with Sym-Tech in providing this important coverage to dealers for their customers coast-to-coast.”

Canada Life

Founded in 1847, Canada Life is Canada’s first domestic life insurance company. Together with Great-West Life and London Life, they serve the financial security needs of more than 12 million people across Canada with a broad portfolio of financial and benefit plan solutions.

Canada Life is the leading provider of creditor insurance in Canada insuring over 7 million plan members. With over 50 years’ experience offering creditor insurance, they provide exceptional service to a significant number of financial lending institutions.

Sym-Tech Dealer Services

Sym-Tech Dealer Services is a performance-driven Canadian F&I provider offering comprehensive solutions to help improve dealership business office performance. In partnership with AMT Warranty, Sym-Tech offers F&I products, industry-proven training and in-dealership development, as well as an F&I menu and proprietary software platform (DAVE®), which drives dealer performance and profitability.

For inquiries, please contact your Sym-Tech District Manager or Royce Southerland, Vice President at 416.564.3875 (royce.southerland@sym-tech.ca).