

APCO Holdings Acquires Relentless Dealer Services, Expanding Opportunities in the RV and Marine Markets

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NORCROSS, GA. —August 3, 2023 – APCO Holdings, LLC, home to the EasyCare, National Auto Care, GWC Warranty and MemberCare brands, has announced that it recently acquired the assets of Relentless Dealer Services, LLC.

Relentless Dealer Services (RDS) is an F&I leader in the RV and Marine markets. RDS offers a fresh approach to F&I and utilizes cutting edge analytics, expert training, and best-in-class F&I products, helping dealers develop their F&I strategy to increase revenue and profitability. RDS is home to Adventure RV Club (AdventureRVclub.com) that provides a value-added membership for RVers, with exclusive discounts on RV-related products and services, including discounts at all Adventure RV Network dealerships.

“We are excited to announce the acquisition of Relentless Dealer Services,” said Tony Wanderon, CEO of APCO Holdings. “Our teams share a common passion for putting customers first in all they do, making this a natural fit.” Jamison Carrier, founder of RDS, added “The RDS team has always been passionate about working with dealers to transform the norms of F&I. The additional resources APCO provides our team will help to drive dealer and agent performance to the next level.”

“Adding the talented RDS team to the APCO family deepens our expertise in the RV and Marine space and makes the value that we offer to dealers and agents even stronger,” added Courtney Hoffman, APCO’s Chief Revenue Officer. “I am confident that Jamison and his team will immediately elevate the way we help dealers and agents achieve success and am excited about our future together.”

This acquisition demonstrates APCO’s continued commitment to supporting RV and Marine dealers across the country as they respond to a changing market, delivering solutions that improve business performance and training and support to implement strategies that drive results.

For more information, please visit apcoholdings.com.

About APCO Holdings, LLC Since 1984, APCO has grown to become a leading provider and administrator of F&I products for the auto industry. Built on a foundation of financial security and a commitment to understanding our customers’ needs, APCO is a trusted partner to some of the most well-respected insurers, highly successful dealerships, and leading auto industry players in the country. The company markets its products using the EasyCare, National Auto Care, GWC Warranty, and MemberCare brands, as well as other private label products, through a network of independent agents and an internal salesforce that specialize in consulting with and servicing the automotive dealership markets. For more information, please visit apcoholdings.com.

About Relentless Dealer Services, LLC Relentless Dealer Services was built on two foundational goals – make recreational dealerships better and have fun doing it. With a passion for the RV and Marine industries, we exist to serve each other, our dealer partners, and their customers. Our work with hundreds of dealerships has increased dealership net income, while simultaneously setting industry standards in dealership F&I compliance, customer satisfaction, and employee retention. For more information, please visit RelentlessDealerServices.com.