

# TRUENORTH DEALER ELITE PROGRAM

## Specialized Risk Management Solutions for the Motorcycle and Powersports Dealer

TrueNorth's Dealer ELITE is an entirely different approach to your insurance and risk management needs. At the core of our Dealer ELITE practice, we stand for and deliver:

- Encompassing risk solutions
- Leaders in the motorcycle and powersport industry
- Innovative strategies to mitigate risk
- Trusted advisor
- Expertise in your industry

### Key features of TrueNorth's Dealer ELITE program:

- Partner with a trusted advisor. 20 years of expertise and knowledge crafting a specific platform to assist Motorcycle Dealers with the strategies designed to elevate protection and lower cost of risk.
- Our solutions are designed to meet the needs of the industry. TrueNorth's propriety and innovative risk management platform is designed for the MC/PS Dealer, providing the necessary framework to reduce total cost of risk, maximize protection for the enterprise and deliver a safe environment and experience for employees and customers.
- We take pride in implementing innovative strategies. TrueNorth's dealer risk assessment examines 50+ risk criteria regarding dealer operations and efficiencies. Results from this assessment help our team identify risk and build custom strategies to mitigate risk and support the dealership's financial integrity.
- TrueNorth has a thorough understanding of markets and access to a wide selection of carriers – all grounded in a strong professional rapport among underwriters and executives.
- Like many dealerships, TrueNorth is a client-centric business. Service includes:
  - A dedicated and seasoned team of risk professionals.
  - Claims support and quarterly reports that detail strategies for better claims outcomes.
  - Loss control consultation and OSHA support.



### About Greg Truex

Greg Truex is a tenured professional with a proven track record outfitting motorcycle and powersport dealerships with cost-effective insurance and risk management solutions. Prior to TrueNorth, Truex played a key role in developing Harley-Davidson®'s Dealership Protection Program in partnership with Wausau Ins. Cos. Since 2000, Truex and has worked with numerous dealerships throughout the United States.

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