



RoadVantage Theft Protection Launch Launch Plan

Dealers will see the new RoadVantage Theft Protection product in Darwin and CDK on 4/21/25 with our formal launch on 4/22/25. Contacts for support are available via the link in the resources section below. New point of purchase materials are being shipped to all dealers, based on historical production, including:

- Laminates for both \$5k and \$7.5k benefit products
- Trifold brochures for both \$5k and \$7.5k benefit products

Resources

All resources to support the launch of the Theft Protection product can be found at:

<https://roadvantage.com/sonicautomotive/> including:

- Theft launch overview video
- Point of Purchase Material Ordering
- Dealer Administrative Portal User Requests
- Dealer Administrative Portal Support
- Points of Contact for Support and Account Management



Or scan this QR code to access these materials

VSC • Bundles • EV • Tire & Wheel • Paintless Dent Repair • Windshield • Key Replacement • Interior/Exterior • Theft • GAP