



**Priority One Financial Services Announces Website Launch  
for Their Forest River Consumer Card Program**

**St. Petersburg, Florida, October 2, 2017** – Priority One Financial Services, Inc., the industry’s oldest and largest F&I outsourcing provider, has announced the launch of its website for their Forest River Consumer Card Program. The Forest River Consumer Card is a revolving consumer credit card that can be used to purchase select merchandise and services at Priority One partnering recreational dealerships that sell Forest River products. Items and services include new utility/cargo trailers, new non-motorized RV's, boat motors, parts, accessories, service repair bills and winterization.

The new website provides a list of the products and services that can be financed with the Forest River Consumer Card, explains the benefits dealers receive (i.e. increased customer loyalty) and the perks dealers’ customers receive (no annual fees and promotional offerings) for enrolling in the program and more.

According to Lauren Ebner, Dealer Coordinator of Priority One, “We are excited about our new website launch so we can provide more information on this popular program while making it quick and easy for dealers and customers to enroll.”

Other website features include:

- A secure dealer portal that allows dealers to process applications, make and track sales, follow their funding progress and more
- A secure customer portal that includes enrollment forms, account information, current terms and more
- Common program questions and answers
- How to contact Priority One

The new website can be accessed at [www.forestrivercard.com](http://www.forestrivercard.com).

(continued)

**About Priority One Financial Services**

Priority One Financial Services has been offering competitive financing options since 1987 and currently serves the bus, trailer, marine and RV industry. Acquired in 2007 by Forest River, Inc., a Berkshire Hathaway company, Priority One serves as the F&I managed services provider for hundreds of dealers nationwide. Dealers who use Priority One will see an increase in loan approvals and F&I profit. Visit [www.p1fs.com](http://www.p1fs.com) for more information.

# # #