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One Stop tries roadside assistance

By Advocate Staff

The next big thing for Cheryl Davis could be roadside assistance.

The owner of One Stop License Shop Ltd. has partnered with Red Deer-based RIFCO Inc. to create RIFCO Rescue Roadside Assistance. Through it, subscribers gain access to automotive emergency help across North America. And to sweeten the deal, a number of businesses have thrown in coupons for services like oil changes and car washes, as well as movie and bowling passes.

Davis has been selling RIFCO Rescue Roadside Assistance packages at her One Stop License Shop outlets since June, and is now expanding sales to include other registry services in Alberta.

"We wanted to test it and get everything right before we rolled out" she explained, adding that the long-term plan is to offer RIFCO Rescue Roadside Assistance to any registry office that wants to provide the service to their customers.

RIFCO, which provides auto purchase and repair financing through its subsidiary Repair Industry Finance Corp., also plans to sell the package through its national network of affiliated vehicle dealers and repair facilities.

Emergency support for the business is provided by Road Canada and its sister company Road America.