

CAMARILLO, Calif. and TORONTO (January 23, 2019) – Market Scan and Motoinsight, leading providers of technology solutions for the automotive industry, today announced they are forming a strategic relationship to further expand their reach across the United States. Motoinsight will gain access to Market Scan's database and calculation engine which will include data and programs from banks, lenders and OEMs. This will include every automotive financial offering, all rebates and incentives, and all taxation. This will put Motoinsight in a position to continue to provide its dealers throughout the U.S. with the most comprehensive and accurate data in the industry.

“Motoinsight is a tremendous addition to our list of dynamic technology customers, a fast-growing company that is changing the game for dealers in North America and beyond,” said Market Scan co-Founder and President Rusty West. “Motoinsight's products are data-focused, and I'm proud to say Market Scan has the best, most comprehensive lender program and OEM incentive data in the industry.”

Motoinsight works with automakers and dealerships in the United States, Canada and Australia to redefine automotive retail. The company's team of engineers, designers and product specialists develop data-powered end-to-end digital commerce solutions that streamline the car-buying experience for everyone involved. “The disruption that we have seen in many other retail sectors is now happening in the automotive world,” said CEO Andrew Tai. “We're proud to be at the forefront of innovation by enabling seamless online and in-store car buying experiences that delight customers. Our rapid growth

reflects the trust that automakers and dealership groups have placed in our market-leading digital retailing solutions. Market Scan is known for their world-class data, and this partnership will enable us at Motoinsight to deliver the highest caliber of digital retailing technology to our customers.”

Both Market Scan (Booth #6739W) and Motoinsight (Booth #7929W) will have a presence at the National Automobile Dealers Association (NADA) Show in San Francisco later this week, Jan. 25-27.

About Market Scan

Nationally recognized as the company that wrote the book on automobile desking, Market Scan has been the industry leader in automotive financing/leasing software and data, since it was founded in 1988. Market Scan tracks every parameter, policy and factor that can influence an automotive transaction and has built the industry’s largest database of lender programs and OEM rebates & incentives. Each month, Market Scan quotes more than one billion Penny-Certain lease and finance payments through its software products and systems, marketed under the names of mDesking, mQuote, mGauge, mScanAPI, mPortal, mDrive and mProve. Market Scan’s technologies facilitate easier, more complete, competitive and transparent offerings that help consumers, dealers, lenders, and OEMs complete automobile transactions in an efficient, frictionless environment. For more information, call [800-658-7226](tel:800-658-7226) or go to www.marketscan.com.

About Motoinsight

Motoinsight partners with automakers and dealerships to redefine automotive retail.

Motoinsight's flagship digital retailing platform MotoCommerce™ enables revolutionary omni-channel and e-commerce enabled car-buying experiences. Motoinsight solutions are used by automakers, dealership franchises as well as banks and insurance companies. The company serves customers in the United States, Canada and Australia. For further information, visit motoinsight.com.