

Camarillo, CA /PRNewswire/ - On the cusp of the Digital Dealer Conference in Las Vegas, Market Scan is announcing that they will be powering Roadster's new Express Desking solution with their mScanAPI technology that provides timely and accurate rates, residuals, rebates, incentives, tax policies, program information, and dealer preferences.

Market Scan has been the industry leader in automotive financing and leasing software and data for more than 30 years. Our systems are designed to facilitate easier, more complete, competitive, and transparent offerings that help consumers, dealers, lenders, and OEMs successfully – and happily – conclude more automobile sales and leases. Market Scan provides a broad array of products for the auto industry including mDesking, mRebate, mGauge, and mScanAPI.

Roadster provides consumer-driven omnichannel Commerce Solutions for today's modern dealership. With Roadster's proprietary Express Storefront technology platform, dealerships can provide hassle-free car buying in-store, online, or on the go. From inventory merchandising to financing/leasing, incentives, trade-ins, service plans, and accessories, Roadster's Express Storefront solution delivers near penny-perfect deals in a beautifully designed interface that dealers love. And now, with the introduction of the company's Express Desking solution, sales managers can bring a new level of trust and efficiency to the car-buying process. With Express Desking, sales agents will, for

the first time, be able to communicate with and gain approvals from desk managers in real time and draft a consistent first pencil without having to leave the customer's side. For more information, visit Market Scan at Booth 413 and Roadster at Booth 1019 during the Digital Dealer Conference, October 16-18,, in Las Vegas, NV.