



M A R K E T S C A N[®]

For Immediate Release

Market Scan Appoints Jennifer Reid as Vice President of Strategic Partnerships

Automotive industry executive with proven track record to lead continued growth of Market Scan's application programming interface solutions

Camarillo, Calif., August 3, 2020 – Jennifer (Jenn) Reid today was named Vice President of Strategic Partnerships for Market Scan Information Systems, Inc., an automotive industry-leading solutions and data provider. In this new position, Reid will oversee Market Scan's API solutions' growth strategies. Reid has spent her career entirely in the automotive industry and brings multifaceted and deep experience to this role. In addition to having worked for and with dealerships and industry associations, Reid brings executive experience from leading, automotive companies such as JP Morgan Chase and Equifax, Inc. Reid most recently held the position as V.P. Strategy & Marketing Leader – Automotive Services at Equifax, Inc.

"We are incredibly excited to have Jenn join the Market Scan family. Our company is going through an incredible period of growth. To maximize the opportunities this momentum affords us, the time is right to bring in an executive of Jenn's caliber to manage this phase strategically," said Rusty West, Co-founder and President of Market Scan. "With recent partnerships that include Automotive News, several OEMs and industry leaders in automotive, Jenn was on top of our list to lead our efforts to optimize our growth through strategic partnerships. With more than 20 years of very relevant automotive industry leadership, Jenn is uniquely qualified to make that happen."

"I could not be more proud to join Market Scan," said Reid. "We are in unprecedented times as an industry, both in navigating the pandemic and enhanced consumer expectations. In this era of digital retailing, being able to provide consistent payments online and in dealership, tailored to the consumer and vehicle is paramount. Market Scan is the undisputed leader in providing precise calculations, analytics and technologies that power consistent payment quotes across all touchpoints. This is evidenced by their impressive performance and growth. I am excited to drive strategic partnerships, which will result in increased profitability for partners and Market Scan."

For the past 7 years, Reid led the development of automotive growth strategies and managed large automotive partnerships at Equifax. Prior to that, Reid helped build and manage the revenue generation for Mazda Capital Services, a private label partnership between Mazda North America and J.P Morgan Chase. Reid is based in Atlanta, Georgia.

To learn more about Market Scan, visit www.marketscan.com.

Contact:

Carsten Preisz

Market Scan Information Systems, Inc.

1-805-823-4266

cpreisz@marketscan.com

About Market Scan

Market Scan is a leading provider of technology and analytical solutions for the automotive industry. The company's proprietary technology and analytics mine value from vast amounts of data to enable efficient, frictionless and scientifically accurate transactions. Market Scan's solutions facilitate easier, more complete, competitive and accurate results, enabling automotive dealers, lenders and manufacturers to provide better products, experiences and profitability to serve customers and take share. For more information, call 800-658-7226 or go to www.marketscan.com.

###