



M A R K E T S C A N[®]

For Immediate Release

Market Scan Debuts New Digital Retailing Solutions at 2020 NADA Show

Three new digital solutions will enable dealerships to embrace a true digital retailing environment, improve the customer experience and the dealership's bottom-line

- **mDrive SYNC[™]** gives dealers control of their entire online presence and payment quoting process, eliminating the current disconnect between the online and in-store experience.
- **mDeskings 360[™]** takes the power of **mDrive SYNC** and adds product modules to create a true, all-encompassing digital retailing solution with Penny-Certain[™] payment calculation functionality.
- **mDrive[™]** mobile app puts digital automotive retailing in the hands of a dealer's sales staff and instantly answers the consumer's question, "What can I drive?"
- **NADA attendees** can play to win more than 1,000 prizes in a sweepstakes, including a brand new custom Harley-Davidson motorcycle. Market Scan will have the world's largest gaming device of its kind in booth 3490C, located in the Las Vegas Convention Center's Central Hall.

Camarillo, Calif., Jan. 30, 2020 – Market Scan Information Systems, Inc., the industry-leading automotive data and solutions provider, today introduced two new digital retailing solutions packages, **mDrive SYNC** and **mDeskings 360**, along with a new mobile app for its popular **mDrive** product. These products will debut at the National Automotive Dealers Association (NADA) show in Las Vegas.

"Our new products empower automotive retailers to dramatically streamline their online and showroom processes for their customers," said Market Scan President and Co-Founder, Rusty West. "With our new solutions, dealers can provide their customers a much enhanced experience while realizing their own business objectives. These new technologies continue our tradition of providing state-of-the-art solutions, while also supporting our mission to evolve automotive commerce by combining science, technology and data to transform the industry."

mDrive SYNC provides Dealerships the ability to control Consumers' Automotive Retail Experience

In an era of online vehicle shopping, consumers expect a "see it, buy it" experience. Frustration ensues – and sales are lost – when the payment that a consumer is quoted while shopping online does not match what he or she is quoted at the dealership. Contributing to this dealer challenge, online marketplaces have not integrated the terms and conditions under which the dealer is willing to do business. This creates friction within the car buying process for consumers and dealerships. Market Scan cures this with its new suite of products.

Market Scan's new **mDrive SYNC** provides a portal where dealerships can control their entire online presence and payment quoting process. This eliminates the current disconnect between the payment quotes a shopper receives online and those quoted to them in the showroom.

“In addition to the powerful portal,” West continued, “our new **mDrive SYNC** accurately answers the consumer’s age-old question: ‘What Can I Drive?’ **mDrive SYNC** instantly provides the consumer and the dealer’s sales team an exact list of the dealer’s qualifying inventory – based on science. All of the vehicles on that list meet both the consumer’s requirements and all of the dealer’s terms and conditions for transacting! Selling cars now and into the future will be more about a connected ecosystem. Consumers will expect car dealerships to create a cohesive retail experience both on/offline. **mDrive SYNC**, now makes that possible for any dealership.”

mDesking 360 is an All-Encompassing Digital Retailing Solution

The most comprehensive digital retailing solution in the industry is Market Scan’s new **mDesking 360**. It combines the power of **mDrive SYNC** with the software behind Market Scan’s well-regarded **mDesking** and **mQuote** applications to extend the digital experience of online vehicle shopping to the in-dealership customer-salesperson interaction.

mDesking 360 is the industry’s only sales management and desking solution that mines, analyzes and manages the billions of combinations and iterations of lender and OEM programs available in the marketplace and finds truly superior, scientifically-perfect solutions for dealers and consumers.

mDesking 360 also includes Market Scan’s **mQuote** functionality. With **mQuote**, the sales associate never has to leave the customer unattended. All payment and purchase options are presented to the customer electronically, with management’s guidance, transparently and in full compliance – on any web-enabled PC, tablet or mobile device.

“Our **mDesking 360** software is the ultimate solution for dealerships,” West said. “At Market Scan, all of our products feature the industry’s best data, our proprietary software, and our state-of-the-art calculation engine. These work together to uncover and surface the scientifically-best solutions for the dealership and consumer. **mDesking 360** connects the online world with the in-dealership experience, builds greater trust, dramatically reduces transaction times, improves profits and customer satisfaction. Quite simply, there has never been a product like it.”

mDrive Mobile Application Puts the Power of Digital Retailing in the Hands of Dealer’s Sales Staff

The new **mDrive app** mobilizes **mDrive SYNC** and **mDesking 360**. The app provides a streamlined mobile solution to create a consistent and transparent experience between consumers and a dealership’s sales staff. Within the app, the dealer sales associate can input the consumer’s information to immediately showcase a list of available vehicles in the dealer’s inventory that meet a customer’s criteria. With a Payment Value Index (PVI) sort option, the vehicles will be displayed and ranked by the vehicle that represents the best value, which likely will list vehicles the consumer had not even considered as options. The **mDrive mobile app** will be available to dealers with an **mDesking SYNC** or **mDrive 360** subscription from Market Scan.

Winning Big at the ‘World’s largest gaming Device of its kind.’

During the course of the NADA convention, Market Scan will host a no-purchase-necessary “2020 NADA SHOW ‘Hit the Jackpot’ Sweepstakes” in their booth (#3490C). Attendees at NADA will have the opportunity to pull the handle on the ‘world’s largest gaming device of its kind’ and test their luck at winning one of more than 1,000 prizes, including wireless ear buds, iPads, Tile Trackers and a one-of-a kind 2020 Harley-

Davidson Street Glide, valued at \$30,000. For more information about the Sweepstakes, including the official rules, go to www.marketscan.com/NADA.

Market Scan's exhibit at NADA is located in the Las Vegas Convention Center's Central Hall, show stand 3490C.

Contacts:

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.

###