

CAMARILLO, Calif. and RICHARDSON, Texas (Jan. 22, 2019) – Market Scan and StoneEagle, two industry-leading dealership performance providers, today announced a strategic partnership to develop tools to improve dealer profitability and competitiveness and drive best practice for their combined 10,000 dealership clients nationwide.

The first product conceived through the Market Scan-StoneEagle collaboration is mProve Diagnostics, a transaction analysis tool to be introduced later this week at the National Automobile Dealers Association (NADA) Show in San Francisco.

“Partnering with StoneEagle is a strategic business move for our two companies. The real beneficiaries, however, will be our clients who will be completely blown away by the magnitude of the profit opportunities available to them – without selling one additional car,” said Market Scan Co-Founder and President Rusty West.

“When you pair StoneEagle’s SEcureMetrics Advanced F&I Analytics with our database of lender program and OEM incentives, the output is simply astonishing. We are very excited to be teaming-up with StoneEagle and can’t wait to show dealers what mProve can mean to their bottom line”.

“When Rusty approached us about partnering with Market Scan, we quickly realized how our combined competencies could be beneficial for our dealers”, StoneEagle CEO Cindy Allen added. “Like Market Scan, StoneEagle has been an industry leader for 30 years. Over that period, Market Scan has provided industry-leading data and calculation solutions to dealers, while StoneEagle has been a leading supplier of F&I technology and sales performance solutions. What mProve offers dealers is truly a

game-changer. We couldn't be more excited about launching mProve with Market Scan at NADA".

mProve Diagnostics shows dealers where profit opportunities could've been maximized for each sales transaction – and exactly how each deal should have been constructed to improve the gross profit and competitiveness of the deal.

#### 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 or go to [www.marketscan.com](http://www.marketscan.com).

#### About StoneEagle

Established in 1987, StoneEagle provides innovative F&I solutions and legendary customer service to the retail automotive industry. Our Metrics, Menu and Admin

solutions increase productivity, improve efficiency, and accelerate profitability for dealerships, general agencies, F&I product providers, and OEMs nationwide. For more information on StoneEagle or to schedule a solution demonstration call 855-937-8729 or email [sales@stoneeagle.com](mailto:sales@stoneeagle.com).