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TEKION

For Immediate Release

Market Scan® and Tekion Partner to Revolutionize Automotive Retail Desking

Tekion chooses Market Scan as its Partner and Supplier of Industry Data and Payment Calculation Technology as a critical and key Component to its Cloud-Native Dealer Management System

Camarillo, Calif. and San Ramon, Calif., February 12, 2020 – Market Scan Information Systems, Inc., an industry-leading automotive solutions and data provider, today announced it has teamed up with [Tekion](#), the automotive industry’s first and fastest cloud-native Dealer Management System. Through the partnership, Tekion’s Sales module will be powered with Market Scan’s *mScanAPI* solution – the industry’s leading database and payment calculation technology.

“Technology continues to reshape the future of dealership operations,” said Market Scan President and co-Founder, Rusty West. “Tekion’s cloud-native DMS, *Automotive Retail Cloud*, is a testament to that. Market Scan’s *mScanAPI* is a superb match for their revolutionary new DMS. *mScanAPI* gives Tekion’s dealership customers access to the industry’s best data and calculations. These work seamlessly together to generate scientifically perfect solutions for the dealership and consumer.”

“This alliance is consistent with Market Scan’s mission to evolve automotive commerce by combining science, technology and data to transform the industry. We are very excited to play a pivotal role in Tekion’s go-to-market efforts.”

Tekion chose Market Scan because of their unique and proprietary software, data, analytics and calculation technology. Only Market Scan electronically tracks all of the data in the five critical sectors of the market – manufacturer, lender, dealer, municipality and consumer.

“We are proud to partner with Market Scan to develop an unrivaled Desking experience within Automotive Retail Cloud through *mScanAPI*,” said Napoleon Rumteen, Senior Vice President, Commercial Operations at Tekion. “We vow to always deliver the best experience to our dealer partners and consumers. Our partnership with Market Scan will do just that. Market Scan has proven to be the industry leader in accurate vehicle payment calculations by combining science, technology and data which aligns very well with Tekion’s mission to build the world’s best business applications on the cloud. We are delighted to integrate this cutting-edge technology into our seamless, cloud-native platform.”

To learn more about Market Scan, visit www.marketscan.com. For more information about Tekion’s automotive retail cloud, visit [visit www.tekion.com](http://www.tekion.com).

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About Tekion

Tekion provides the world's best business applications on the cloud and is currently focused on transforming the automotive industry. Its cloud-native platform brings the entire consumer, and OEM-Dealer ecosystem together by seamlessly connecting every part of the automotive retail journey through their comprehensive Automotive Retail Cloud. Tekion inherently uses cutting-edge technologies to bring modern consumer experiences to life including IoT and ML/AI. Born in California's Silicon Valley, Tekion employs over 300 innovators globally. For more information visit <https://www.tekion.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.

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