MARKET SCAN®

State-of-the-Art Analytics Tool for Lenders & OEMs.

Control spend and position every offering to be more competitive.

mGauge® provides Manufacturers and Lenders invaluable market insight to publish precise and targeted support programs.

Know immediately how your programs compete and make the most efficient use of subvention spending.

mGauge®

Real-Time Analytics

There is no longer a need to look at historic data in the rear-view mirror when you can optimize your programs in every market by using dynamic, real-time data! mGauge® empowers you to assess your exposure and identify opportunities with precision to achieve your desired portfolio mix.

mGauge's analytics is without equal in the industry; it eliminates the guesswork that has made up legacy decision-making for years.

One of the biggest challenges automotive lenders have is to understand the company's competitive position relative to peers and maintain competitive programs to maximize market share. mGauge® empowers you to know graphically and in minutes – and truly understand – how competitive your programs are.

With the market intel mGauge® provides, you will be able to select the right blend of rate and residual values to generate the right payment for each customer.

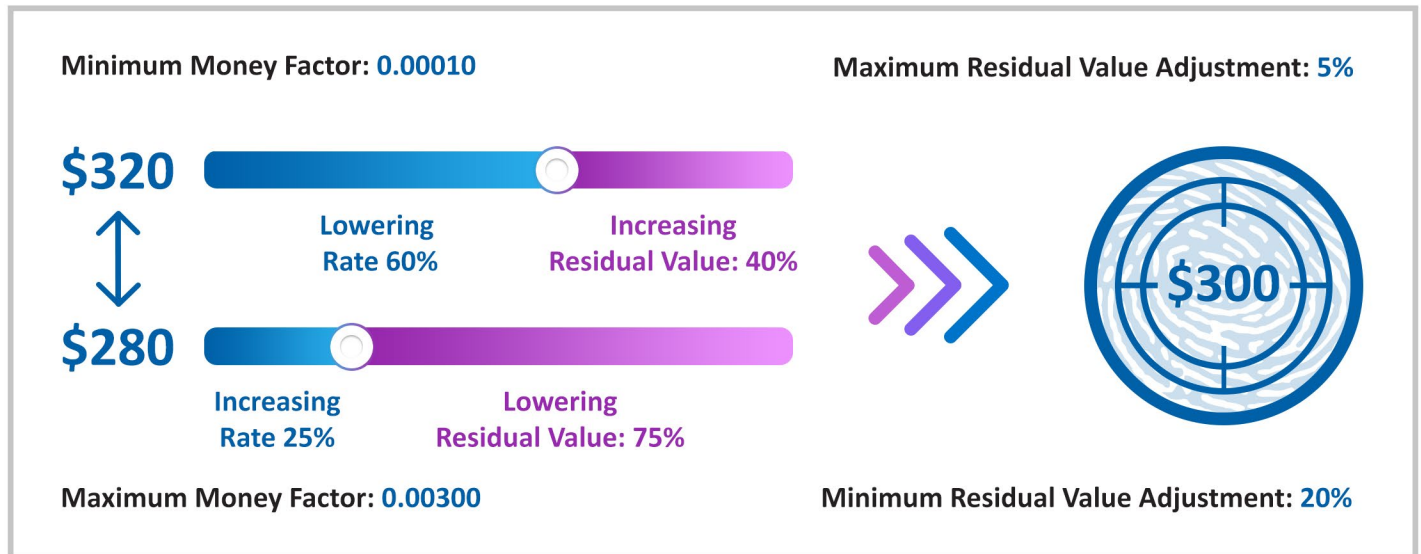*The Most Important Thing?* **How the World Sees YOU — Not How You See the World**

mGauge® helps you understand how you are seen by the outside world. With that knowledge, you will be able to assess how competitive your market support program is in REAL-TIME and for every credit tier and vehicle – in all 50 U.S. states. You will be able to achieve your commercial objectives with precision and at the right cost!

Target Acquisition™

Secure the perfect competitive position for every offering.

mGauge's Target Acquisition™ feature is a Market Scan exclusive: it empowers a lender to determine the ideal competitive position and the exact rate and residual value combinations to acquire a target customer for every desired vehicle and term.

Minimum Money Factor: 0.00010

Maximum Residual Value Adjustment: 5%

$320

Lowering Rate 60%

Increasing Residual Value: 40%

$280

$300

Increasing Rate 25%

Lowering Residual Value: 75%

Maximum Money Factor: 0.00300

Minimum Residual Value Adjustment: 20%

Maximize market penetration!

Win the exact business and clientele that you covet in every market with maximum efficiency. The benefits of mGauge® are unparalleled:

• **Competitiveness:** Analyze how your programs compare nationally, regionally, and locally for every vehicle in every U.S. market.

• **Cost control:** Achieve market share for the exact right price - without overspending.

• **ROI:** Structure your programs and specials optimally to support and market every vehicle in every region of the country.

• **Program performance:** Design effective lease, finance, and balloon note programs and rapidly deploy them to dealers, digital retailing companies, and consumers.

• **Timeliness:** Eliminate guesswork and avoid errors.

• **Responsiveness:** You can adjust your programs at any time to compete optimally.

• **Productivity:** Provide your market analysis team with the best tool to win more business.

The Industry's Premier Data and Calculation Technology

For over three decades, Market Scan® has been the industry's premier Automotive Payments as a Service™ and analytics solutions provider. Our proprietary technology and analytics mine value from vast amounts of data to create efficient, frictionless, and Scientifically Perfect Solutions™ for any conceivable automotive transaction. This comprehensive and dynamic database encompasses every parameter, policy, and factor that can influence any lease, finance, balloon, or cash purchase transaction for any new or used vehicle.

Only Market Scan® Tracks all Five Critical Market Sectors that must be accurately represented and considered in every offer presented to a consumer:

Manufacturer

Every vehicle, model, and trim offered by every OEM; all their respective incentives and rebates including compatibility and "stackability" rules.

Lender

Every published program offered by each lender in the country, including all parameters, policies, and factors that could influence any automotive transaction.

Dealer

All terms and conditions under which every participating dealer is willing to transact. All inventory quoting rules, lender relationships, dealer-defined fees, rate mark-ups, and payment configurations to match any DMS.

Municipality & Government

All STATE, COUNTY, and LOCAL laws, rules, regulations, calculation methodologies, tax percentage rates, and registration fees for every inch of the country.

Consumer

Automatic loyalty and conquest mapping based on current/trade-in vehicle as well as proper application of credit tiers, and how those are segmented and considered by every OEM and Lender.

mGauge® eliminates guesswork to optimize your dealer and market support programs.

Market Scan® lives to evolve automotive Commerce by combining Science, Technology and Data to transform the Industry.

Schedule a Demo Today! —— Call us at **800-MKT-SCAN (658-7226)** or email at **sales@marketscan.com**