Would you like to know how your programs compete?

mScope® is THE ONLY analytics solution that empowers OEMs to design precise and targeted incentive and rebate programs - in REAL-TIME
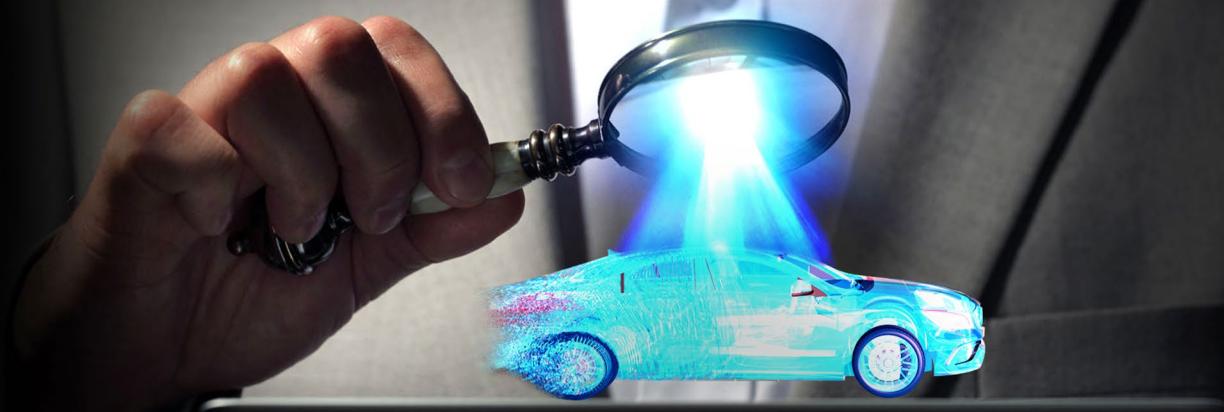
mScope.

MARKET SCAN®

If you had a crystal ball, giving you the ability to see what effect your rebate and incentive spend would have – would you change your business practice? If we give you tens of $$ millions of reasons – why wouldn't you!

mScope® was designed to eliminate a major pain for automotive manufacturers: How to capture market share without unnecessarily spending tens or even hundreds of millions in incentive, rebate and subvention support.

The current OEM practice is to use last month's and outdated, historic data to design and publish new market support programs.

Educated guess work may feel right when historical data sets are being analyzed; however, the cost to the OEMs of not implementing analytics that combine real-time science, technology and data is hundreds of millions of dollars.

mScope® is the only Scientifically Perfect Solution™ that eliminates that guesswork. Instead of looking back, mScope® assesses the competitive position and price for each model variant, in every market - in real-time.

mScope® is the only analytics solution that enables OEMs to create and publish their incentive, rebate, finance and lease subvention programs with scientific precision to achieve the desired sales volume and market share –without overspending.

mScope® is a "real-time" crystal ball solution and represents a quantum leap forward in OEM incentive, rebate and subvention management.

The "Target Acquisition®" functionality, powered by Market Scan's proprietary technology, is a game changer!

The magic behind mScope® is Target Acquisition® which empowers the OEMs to define exactly where they wish to be positioned in the market place.

Target Acquisition® enables the user to dynamically adjust the blend of rebate, incentive, rate, residual value and even acquisition fee necessary to achieve their desired competitive position for each model.

By doing so, the OEM can, with an extremely high level of granularity, determine the precise structure required to influence consumer behavior and buy market share for the exact right price.

| Back | | Target Acquisition™ | | Next |

| Enabled: ON | Target Payment $ ⌄ -5 | Weighted ℹ ON | Proration ℹ Gain/Loss Diff. ⌄ | Maintain Ratios at Limits ℹ OFF |

Ratios When Lowering Payment
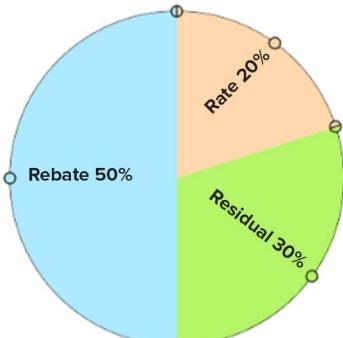
Rate 20%
Rebate 50%
Residual 30%

Ratios When Raising Payment
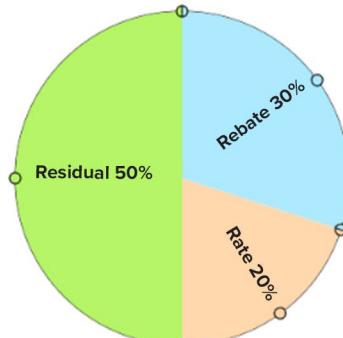
Rebate 30%
Residual 50%
Rate 20%

#	Lowering Payment Limits		Ratios	Rounding Rules	#	Raising Payment Limits		Ratios
1	✓ Minimum Rate	0.0	20 %		1	✓ Maximum Rate	0.004	20 %
2	✓ Maximum Residual Adjustment (%)	5%	30 %	✓ To Nearest Integer	2	✓ Minimum Residual Value (%)	20%	50 %
3	✓ Maximum Rebate	$ 5,000	50 %	✓ To Nearest $ 25 ⌄	3	✓ Minimum Rebate	$ 0	30 %
4	☐ Maximum Incentive	$ 0		☐ To Nearest ⌄	4	☐ Minimum Incentive	$ 0	
5	☐ Minimum Acquisition Fee	$ 0		☐ To Nearest ⌄	5	☐ Maximum Acquisition Fee	$ 0	

The Industry's Premier Data and Calculation Technology

Market Scan® has been the industry's premier Automotive Payments as a Service™ and analytics solutions provider for over three decades. 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.

mScope® is the only technology that empowers an OEM to analyze the competitiveness of their incentive and rebate spend in REAL-TIME.

Schedule a Demo Today! ——

Call us: **800-MKT-SCAN (658-7226)**
Email: **sales@marketscan.com**
Website: **www.marketscan.com**