

RumbleOn Expands Florida Presence with Orlando Fulfillment Center

60,000-square-foot Orlando fulfillment center with hundreds of used units already onsite

DALLAS - RumbleOn, Inc. (NASDAQ: RMBL), the nation's largest retailer of powersports vehicles, today announced it has opened a 60,000-square-foot fulfillment center in Orlando, Florida, providing potential processing of thousands of units per month, which will be available onsite and online. This, and future additional locations will provide consistent and professional processing of pre-owned units with reconditioning capabilities, photos via a state-of-the-art and fully automated video system, and detailed descriptions and inspections to standardize the online presentation of risk-free purchasing by consumers and dealers.

The opening supports RumbleOn's continued growth by strengthening its omnichannel strategy and expanding the Company's footprint. RumbleOn anticipates opening additional locations in the Dallas and Phoenix markets in the very near future, as well as additional strategic locations anticipated in the Northeast, Northwest and Midwest markets in 2022.

"We have been steadily increasing our presence in Florida, a very significant powersports market, and are changing the way people buy and sell powersports across the country. Immediate focus on supply chain efficiencies and improved customer experience online with a transparent and risk-free transaction is paramount in our plans to transform the industry. We are particularly excited about this fulfillment center concept, as it enables us to more efficiently process thousands of powersport vehicles per month at scale and brings state-of-the-art technology to our offering. These are important components of the omnichannel future of RumbleOn," said Marshall Chesrown, RumbleOn's Chief Executive Officer. "We are pleased to offer customers the absolute largest and best selection of inventory with an unparalleled risk-free customer experience online or in-store."

Today's announcement comes on the heels of RumbleOn closing the acquisition of a Jacksonville-based powersports dealer, further expanding the nation's leading retail powersports brand, RideNow.

About RumbleOn

RumbleOn (NASDAQ: RMBL) is the nation's largest retailer of powersports vehicles and first omnichannel customer experience in powersports. Whether buying, selling, trading or financing a new or used vehicle, RumbleOn enables dealers and consumers to transact without geographic boundaries in a transparent, fast and friction-free experience. The Company uses innovative technology to aggregate and distribute pre-owned vehicles and is disrupting the pre-owned vehicle supply chain by providing dealers with technology solutions such as virtual inventory, and a 24/7 distribution platform. RumbleOn offers customers a truly unique experience, wherever they want to shop, online or in-store. For more information, please visit <https://www.rumbleon.com>.

Cautionary Note on Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 regarding the anticipated acquisition, including the benefits of the acquisition and the anticipated timing of the acquisition. Readers are cautioned not to place undue reliance on these forward-looking statements, which are based on our expectations as of the date of this press release and speak only as of the date of this press release and are advised to consider the factors listed above together with the additional factors under the heading "Forward-Looking and Cautionary Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended December 31, 2020, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q and other filings with the SEC. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

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