



## **RumbleOn Announces Rebranding of its Proprietary Cash Offer Program and Extends its Use into RideNow Powersports Dealerships**

Irving TX - March 12, 2024 - RumbleOn (NASDAQ: RMBL), today announced a branding change for the company's unique and proprietary cash offer program for acquiring pre-owned motorcycles, now known as the RideNow Cash Offer. The use of the cash offer system will be expanded into the company's 54 powersports dealers, which RumbleOn refers to as its RideNow Powersports dealers.

"We are moving forward, singularly focused on the RideNow brand for our powersports business," said RumbleOn CEO Mike Kennedy. "This means consumers can easily understand that they are working with a high quality, trusted partner when they enter any one of our 54 RideNow dealerships."

RideNow Powersports dealerships primarily serve markets in the Sun Belt states and offer over 50 OEM brands. Parent company, RumbleOn, initially acquired two large dealership groups, after which it made smaller acquisitions, ultimately becoming the largest powersports retailer in the United States.

While still operating as independent businesses, each dealership will be part of RideNow Powersports.

RumbleOn is a leader in pre-owned motorcycle sales, largely with the assistance of a proprietary online tool, now known as the RideNow Cash Offer, allowing consumers to quickly and easily receive an offer, then sell their motorcycle into the RideNow Powersports network of dealers.

"When we incorporate the RideNow Cash Offer into our RideNow dealerships, we're raising the standard for convenience and customer service in the powersports industry," said Cam Tkach, RideNow's National Director of Preowned. "The trusted cash offer process remains the same, whether online or in-store. We're now engaging every one of our locations to make it the best possible experience for our customers."

The rebranding of materials will begin immediately and continue until the process is completed with the company's physical and online presence. Dealerships will continue to have individual names but will be part of the RideNow Powersports brand.

### **About RumbleOn**

RumbleOn, Inc. [NASDAQ: RMBL] operates through two operating segments: the RideNow Powersports dealership group and Wholesale Express, LLC, an asset-light transportation services provider focused on the automotive industry. RideNow Powersports is the largest powersports retail group in the United States (as measured by reported revenue, major unit sales and dealership locations), offering over 500 powersports franchises representing 52 different brands of products. RideNow Powersports sells a wide selection of new and pre-owned products, including parts, apparel, accessories, finance & insurance products and services, and aftermarket products. We are the largest purchaser of pre-owned powersports vehicles in the United States and utilize our proprietary Cash Offer technology to acquire vehicles directly from consumers. To learn more, please visit us online at <https://www.rumbleon.com>.