

Rocco Falabella Joins RumbleOn as Strategic Relationship Director

Two-Plus-Decade Industry Expert Joins RumbleOn to Lead Sales Execution

DALLAS - RumbleOn, Inc (NASDAQ: RMBL), the e-commerce company using innovative technology to simplify how dealers and consumers buy, sell, trade or finance pre-owned vehicles, today announced the appointment of industry expert Rocco Falabella as Strategic Relationship Director. A veteran sales and relationship manager, Falabella is well-known for his experience and strong track record of sales execution and business development. He brings deep industry connections to RumbleOn.

"Rocco has earned a distinguished reputation during his career and is very well-known and respected across the industry. Rocco's robust experience and history of operational excellence will be invaluable as we optimize our evolving vehicle acquisition and distribution vehicle business," said Marshall Chesrown, RumbleOn's Chief Executive Officer. "Deepening our industry relationships and strengthening our sales function are key elements of the Company's next phase of growth. We are making bold moves as we continue to build RumbleOn for the future."

Falabella commented, "RumbleOn has built disruptive technologies, transforming the company into a leading pre-owned vehicle supply chain solution. I have a great deal of respect for what they have built, and I am thrilled to join this impressive group of visionaries. I am ready to roll up my sleeves and get to work developing strategic plans, partnerships, and distribution channels to elevate RumbleOn's market position and propel its reputation as 'the' online solution for dealers and consumers alike."

Most recently, Falabella was the National Remarketing Director for motorcycle tourism company, J.C. Bromac, DBA EagleRider. He was responsible for the direct dealer sales of EagleRider's units to hundreds of companies, dealers, and franchises. During his time at EagleRider, Falabella cultivated strong business relationships, not only growing unit sales to dealers, but also significantly expanding its customer base and growth opportunities. He also oversaw the development and management of the remarketing department and EagleRider's dealer exchange platform.

Prior to EagleRider, Falabella spent 18 years working for Enterprise Holdings, the parent company of international car rental companies such as Enterprise, National, Alamo and others. He held positions of increasing responsibility during his time with Enterprise Holdings. His responsibilities included fleet planning and forecasting, as well as managing the remarketing sales teams, and the logistics, reconditioning, and inventory management departments.

About RumbleOn

RumbleOn (NASDAQ: RMBL) is an e-commerce company that uses innovative technology to simplify how dealers and customers buy, sell, trade, or finance pre-owned vehicles through RumbleOn's 100% online marketplace. Leveraging its capital-light network of 17 regional partnerships and innovative technological solutions, RumbleOn is disrupting the old-school pre-owned vehicle supply chain by providing users with the most efficient, timely and transparent transaction experience. For more information, please visit <http://www.rumbleon.com>.

Cautionary note regarding forward looking statements

This press release may contain "forward-looking statements" as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "projects," "will," "may," "anticipates," "believes," "should," "intends," "estimates," and other words of similar meaning. Readers are cautioned not to place undue reliance on these forward-looking statements, which are based on the Company's expectations as of the date of this report and speak only as of the date of this report and are advised to consider the factors listed under the heading "Forward-Looking Statements" and "Risk Factors" in the Company's SEC filings, as may be updated and amended from time to time. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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