

# RumbleOn Announces Signing of Twelve Select Dealer Partnerships

Expands RumbleOn's Dealer Network and Enhances Overall Customer Experience

CHARLOTTE, N.C., Dec. 18, 2017 (GLOBE NEWSWIRE) – RumbleOn, Inc. (Nasdaq:RMBL), a disruptive e-commerce platform that facilitates the ability of consumers and dealers to buy, sell, trade, and finance pre-owned motorcycles in one online location, today announced that it has signed twelve select dealer partnerships operating in the states of Washington, Wisconsin, Nevada, Arizona, Texas, Missouri and Florida. These select dealers, represent all major motorcycle brands and manufacturers. Working with trusted dealers to efficiently provide inspection, reconditioning, and distribution services, these mutually beneficial partnerships enable RumbleOn to rapidly scale its direct from consumer acquisition strategy, strengthen the ability to acquire quality inventory direct from consumers and drive further growth in the business. The Company's dealer partners gain access to inventory through the RumbleOn platform, as well as an incremental revenue source from the services provided.

Marshall Chesrown, RumbleOn Founder and CEO, commented, "We are excited to further our mission to create the most trusted brand and efficient online marketplace and distribution system in the powersport/recreational vehicle market. Through these select dealer partnerships, we now provide even better service to our customers across the country, with an unparalleled seamless buying and selling experience. In addition, these partnerships further enhance the visibility of the RumbleOn marketplace, as we focus on continuing to differentiate ourselves in the highly fragmented resale market. We are very pleased with these partnerships thus far, and look forward to continue rapidly expanding our presence with additional trusted dealers throughout the country."

## About RumbleOn

RumbleOn operates a capital light disruptive e-commerce platform facilitating the ability of both consumers and dealers to Buy-Sell-Trade-Finance pre-owned motorcycle and other powersport and recreation vehicles in one online location. RumbleOn's goal is to transform the way motorcycles and other powersport and recreation vehicles are bought and sold by providing users with the most efficient, timely and transparent transaction experience. RumbleOn's initial focus is the market for 601cc and larger on-road motorcycles. Serving both consumers and dealers, through its online platform, RumbleOn makes cash offers for the purchase of their vehicles and intends to provide them the flexibility to trade, list, or auction their vehicle through RumbleOn's website and mobile applications. In addition, RumbleOn offers a large inventory of used vehicles for sale along with third-party financing and associated products. For additional information, please visit RumbleOn's website at [www.RumbleOn.com](http://www.RumbleOn.com). Also visit the Company on Facebook, LinkedIn, Twitter, Instagram, YouTube and Pinterest.

## Forward-Looking Statements

This press release contains "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," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include whether these partnerships will make a significant and immediate contribution to the Company and whether these partnership will enable the Company to rapidly scale its business model. 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 Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q and other SEC filings. 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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Source: RumbleOn, Inc.

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