

## **Ken Potter Named Mota Motors Chief Revenue Officer**

*Digital Automotive Veteran Joins Expanding Team at Online Automotive Innovator*

**Venice, CA -- November 28, 2011** – Mota Motors, a leading provider of online vehicle certification and selling platforms, today announced that digital automotive marketing veteran Ken Potter has been appointed as the company's Chief Revenue Officer. Potter joins an expanding team of automotive and digital leaders at Mota as the company prepares to launch a game-changing used vehicle certification program into the industry.

Potter, who served for ten years as VP and GM of Automotive at digital trailblazer CarsDirect.com (later Internet Brands, Inc.), is a pioneer of using the Internet to create a transparent informative process for consumers and has created consumer programs and processes that have been widely adopted across the automotive digital landscape.

“Ken brings tremendous experience from the frontlines of the automotive digital revolution, and will spearhead the national launch of our new vehicle certification program,” said Mota Motors President and CEO Jeffrey Schwartz. “Ken’s business philosophy that a commitment to providing value to consumers is the foundation for generating value and success for auto dealerships is a perfect match for Mota’s programs, which benefit both consumers and dealers.”

In his role at CarsDirect, Potter oversaw all aspects of the online service, including customer service, sales, dealer and industry relations, and all F&I related products. He was instrumental to the company’s evolution into the largest online new car sales platform, retailing over 150,000 vehicles, as well as in the development of its lead platform for new and used vehicles – all based on his foundational belief that if a company provides value to consumers, it can, in turn, provide value to its dealers and partners. This core belief, which Potter built on from his experience as General Manager at CarMax, was key to CarDirect’s ability to weather the dotcom crash and evolve into today’s successful public company, Internet Brands, Inc. Prior to Carmax, Potter helped run a successful chain of office supply stores. Potter served in the military for 9 years combined, 4 years active duty in the Air Force and 5 years in the National Guard.

“Mota is a fresh and exciting company and I am very pleased to be joining the team as we roll out its first-of-its-kind vehicle assurance program,” said Potter. “By leveling the playing field for used car dealers, and by providing greater peace of mind for a wider range of used car buyers, Mota can truly revolutionize the used car marketplace and I am thrilled to be a part of it.”

### **About Mota Motors**

Mota Motors is a leading provider of online vehicle certification and selling platforms. Dedicated to bringing a new transparency and trust to the used car marketplace, the company enables sellers to sell with new confidence and buyers to buy with a new peace of mind. The company's team of technology experts and automotive veterans develop solutions that take advantage of the best of the information-empowered digital marketplace. Programs include new certification technologies such as the SureSales<sup>sm</sup> platform, which provides used-car buyers with unmatched certification on a far wider variety of used vehicles than has ever been offered before, while providing private sellers and dealerships with a 'one click' certification process for their vehicles. Mota Motors is based in Venice, California.

### **MEDIA CONTACT:**

Melanie Webber, mWEBB Communications, [melanie@mwebbcom.com](mailto:melanie@mwebbcom.com)  
424-603-4340

Crystal Hartwell, mWEBB Communications, [crystal@mwebbcom.com](mailto:crystal@mwebbcom.com),  
714-987-1016