

SureSale™ Certified Expands Vehicles Eligible for CPO Programs

Groundbreaking program dramatically expands the number of vehicles eligible for certification and increases consumer confidence and purchase protection

Venice, CA -- December 7, 2011-- [Mota Motors](#), a leading provider of online vehicle certification and selling platforms, today announced the launch of SureSale™ Certified, a comprehensive certified pre-owned (CPO) marketing program. Designed to improve inventory turn and gross profit margins for dealers, SureSale expands the range of vehicles eligible for certification on dealer lots, online marketplaces, and remarketing channels and makes it easy to implement vehicle certification.

“SureSale is a real breakthrough for dealers because now they can provide consumers who are shopping for vehicles in a wide variety of price levels, ages, makes and models, with a powerful certification program they can really trust -- which translates into more vehicle sales and greater profits at the dealership,” said Jeffrey Schwartz, president and CEO of Mota Motors.

SureSale Certified provides dealers who don't have access to manufacturer CPO programs the opportunity to differentiate their dealership by selling certified inventory; and for those who do have access, it provides a certified business model that complements their existing manufacturer CPO program by extending the range of vehicles they can sell as certified - used vehicles that are up to 15 years old and 150K miles.

SureSale dealer benefits also include no monthly fees or long term contract commitments; easy 'one-click' vehicle certification; best-in-class limited warranties and vehicle service contracts; and third-party vehicle inspections -- all of which generate greater customer and financial institution confidence, quicker inventory turn rates and more profit opportunity for the dealership.

“While over 35 million used cars were sold last year, fewer than 2 million were certified by OEM sponsored programs,” said Schwartz. “Many of the 30-plus million vehicles *not* sold as certified last year would have been eligible for SureSale, providing many more buyers of used vehicles the assurance of certification.”

Schwartz noted that the majority (65%) of used-car buyers intend to purchase a certified vehicle,¹ and that certified vehicles turn about 20 days faster than their non-certified counterparts,² providing dealers with greater profit opportunities because consumers are willing to pay, on average, a 12-27% premium on certified vehicles.³

'One-Click' Certification

Powered by Mota's groundbreaking technology, SureSale's online platform makes it easy for dealers to identify eligible vehicles; coordinate on-site vehicle inspections; syndicate listings across online automotive marketplaces; generate customer point of sale (POS) materials; and activate limited warranties and extended coverage plans in minutes, through one simple to use interface.

Key Benefits of SureSale Certified Include:

- **Objective 3rd Party Vehicle Inspection:** Comprehensive 100+ point vehicle inspection provided by a national inspection team.
- **Five-Month / 5,000-Mile Limited-Warranty:** Underwritten by a top-rated provider of innovative insurance products, covering all major vehicle components.
- **Five-Day / 500-Mile Buy-Back Guarantee:** Increases consumer confidence with purchase protection, and provides dealer restocking fees.
- **Vehicle Service Contract Upgrades:** Increases consumer confidence, while also providing additional revenue opportunities for dealerships; includes major mechanical coverage up to 36 months, emergency roadside service, rental car, trip interruption reimbursement and more.
- **Comprehensive Auto Report:** Validates purchase protection and quality assurance; provides vehicle specifications, inspection, title, and extended protection plan details.
- **Turnkey, SureSale-Branded Consumer Marketing:** Engaging point of sale materials provided for dealership showroom, vehicle merchandising, website and online listings.
- **Service and Support:** Dedicated SureSale platform training and customer support.

SureSale Certified: Filling A Market Need

A Kelley Blue Book survey found that used-vehicle shoppers cited "peace of mind" as a top priority when buying a car.⁴ And, according to J.D. Power and Associates, a greater proportion of used vehicle buyers than ever before (more than two-thirds) indicate they intend to purchase a Certified Pre-Owned vehicle at the outset of the shopping process. Furthermore, in today's tough economy, more than one-half of used-vehicle buyers believe they can get the quality of a new vehicle in a used one.¹

"With a thriving and competitive used car market, and an economy that makes for an even more demanding consumer, there has never been a greater need for dealers to provide their customers with the robust certification options manufacturer CPO programs have been offering for years," Schwartz continued. "Consumer awareness and demand for CPO vehicles is at an all time high, with proven profits for dealers. Now is the time to create a leading, game-changing third-party CPO brand -- one that resonates with dealers and consumers alike."

To learn more about SureSale Certified go to <http://www.suresalecertified.com>

¹<http://www.jdpower.com/news/pressRelease.aspx?ID=2010201>

²CNW Marketing Research

³ On average the premium for a CPO vehicle is 12-27%, according to CNW Marketing Research and NIADA data

⁴<http://www.kbb.com/certified-pre-owned/who-typically-buys-cpo-cars/>

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 SureSale™ 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. Mota Motors was founded by Reza Bundy.

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