

Jeffrey Schwartz Appointed President and CEO of Mota Motors

Automotive Digital Marketing Pioneer Joins Online Automotive Innovator

VENICE, Calif., Nov. 21, 2011 /PRNewswire/ -- Mota Motors, a leading provider of online vehicle certification and selling platforms, today announced that automotive digital marketing pioneer Jeffrey Schwartz has been appointed President and Chief Executive Officer and a member of the board of directors.

Schwartz was at the forefront of the evolution and development of the automotive Internet serving as President and CEO of the two companies that pioneered online automotive commerce - AutoWeb and Autobytel, both Nasdaq listed companies - and brings over 15 years of continuing leadership and innovation in the digital marketplace to Mota.

"We are very pleased to welcome Jeffrey to the Mota team," said Mota Motors Board Chairman and IronPlanet Founder Reza Bundy. "Jeffrey has an impressive track record of leadership and success in the digital automotive space and a deep understanding of both automotive consumers and dealers. These qualities, along with his commitment to bringing transparency and trust to the used car market place, will be critical assets as Mota rolls out its game-changing vehicle certification and selling platforms."

During Schwartz's tenure at Autobytel, the company emerged as a leader in the digital automotive space and expanded its customer list to include every major automotive manufacturer and over 25,000 automotive retail relationships. Schwartz grew Autobytel's market share of new car buyers to 9%, representing over \$40 billion in annual gross market sales for its dealer customers. Schwartz's background of leadership in the automotive space also includes the founding of automotive media and marketing company, TraderNet, and serving as chairman of auto dealership group AutoCentro, which was focused on the Hispanic market. Prior to his tenure at AutoWeb, Schwartz held various executive positions at The Walt Disney Company, including Vice President, Corporate Affairs. Schwartz, who was named *Outstanding Executive of a Public Company* by the American Electronics Association, attended the University of Southern California, where he obtained his Bachelors, Masters, and Doctorate degrees. Schwartz previously served as a director at US Auto Parts (PRTS).

"The energy, human capital, and cutting-edge technology at Mota, combined with its commitment to making the Internet the simplest, safest and smartest place to buy or sell a used vehicle, is truly inspiring," said Schwartz. "I look forward to working with the Mota team to bring new products to the used car marketplace that will not only improve used car buyer confidence, but also provide increased sales and profits for auto dealers and private sellers."

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(sm) 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.

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