

Contact: Courtney Swisher
Phone: 877-504-9862
Email: Courtney.Swisher@Motozuma.com

MOTOZUMA LAUNCHES REWARD PROGRAM FOR USED CAR BUYERS

New Program Offers Used Car Buyers \$200 Toward a Down Payment

Naperville, Ill. (September 24, 2012) – Motozuma, the first-of-its-kind automotive social savings website, today launched a new program for used car buyers. Prospective buyers may set up a free Motozuma account, save for a down payment and receive a dollar-for-dollar match of up to \$200 on any used vehicle purchased from a Motozuma Preferred Used Car Dealer.

Motozuma's patent-pending social savings platform offers a unique interface to help car buyers not only save and tap rewards, but also receive monetary gifts from their family and friends. The savings program for used car buyers is a logical progression for Motozuma, which launched in 2009 with an emphasis on new vehicles. The used car program will roll out first at Chicago-area dealers and will immediately expand to include a nationwide network of dealerships.

"Motozuma has already made it possible for thousands of people to harness their social networks to help save for and purchase a new vehicle," says John Morgan, Founder/CEO, Motozuma. "Now we are excited to offer this \$200 reward, which is free money, toward a down payment on a used vehicle."

Nearly two-thirds of Motozuma's current users are less than 35 years of age, but the savings platform is open to shoppers of all ages. "The used car savings match offers a tremendous value, whether it's used toward the purchase of a buyer's first vehicle or the replacement of an existing vehicle," says Morgan.

HOW IT WORKS

To participate in the used car savings program, prospective buyers simply set up a free Motozuma account (no new bank account required) and begin fueling savings with deposits from an existing checking or savings account. The site also features tools that make it easy to notify and engage the user's social network for contributions via Facebook, email blasts and blog posts. When ready to make a purchase, users identify a desired used vehicle at any Motozuma Preferred Used Car Dealer and initiate the transfer of down payment funds to the dealership. Down payment savings and dollar-for-dollar match of up to \$200 may be applied to any make and model of used vehicle available at a Motozuma Preferred Used Car Dealer. All Motozuma Preferred Used Car Dealers have been trained on the Motozuma process and are dedicated to providing a smooth transaction and positive experience for Motozuma users.

In addition to the newly launched used vehicle program, Motozuma also offers account holders a purchase offer on new vehicles. Shoppers who use Motozuma account funds for a down payment on a new Hyundai are currently eligible for a dollar-for-dollar matching incentive up to \$500. Hyundai's

Motozuma matching purchase incentive is good on all new Hyundai vehicles and may be combined with other offers.

To see a complete list of participating Motozuma Preferred Used Car Dealers and to set up a free, no obligation account to begin saving toward a down payment, visit Motozuma.com

ABOUT MOTOZUMA

Motozuma.com is the first-of-its-kind automotive social savings website where prospective car buyers can set up a free, personalized account to save for a vehicle down payment and use social media to share and grow savings. It's as easy as Click. Save. Drive. Motozuma users may grow savings by regularly contributing and by collecting monetary contributions from family and friends. Motozuma rewards buyers – and increases savings – by providing purchase offers including a dollar-for-dollar match of up to \$500 on any new Hyundai vehicle and up to \$200 on any used vehicle purchase at a Motozuma Preferred Used Car Dealer. Motozuma was founded in 2009 and is headquartered in Naperville, Ill.