



mGauge is part of mDesking...

So what is mDesking? mDesking is the most powerful and comprehensive desking solution ever created. mDesking's database contains every parameter, policy and factor that can influence an automotive sale or lease transaction; and that information is updated every business day. mDesking combines the world's most complete automotive lender database with the industry's most powerful state-of-the-art analysis tool to create a lightning fast, fully configurable, easy to use and highly intuitive complete desking solution.

mGauge™

Lender Analysis Reporting

What if you could quickly analyze every lease and retail finance program of every competitor to see how programs compete with a simple click of a button? For the first time **mGauge** makes this possible.


This state-of-the-art analysis tool enables laser-guided accuracy in the design and positioning of market-support programs and the most efficient use of subvention monies.

Why use **mGauge**? In a manner of minutes it can help you:

- Know exactly how each program stacks up in every region in the country – every vehicle, term, credit score, mileage level – with rebates and incentives factored-in correctly;
- Pinpoint what every competitor is doing to financially support and market every vehicle model (all trims, motors, etc.) in every region of the country;
- Ensure that your programs are structured to win the very business that your organization covets – without overspending;
- Design, deploy and make visible to dealers the best possible lease and loan scenarios for every potential new and used vehicle consumer;
- Enable dealer-partners to take advantage of programs in a quick, easy and error-free manner;

Contact Market Scan now and see how **mGauge** can work for you!

Rank	Lender	Vehicle	MSRP	Spread	Type
24	ALLZRO49	2013 NEW CHEVROLET SPARK 5D HATCHBACK LS 5 SPD (1CV48)	230.34		*BEST*
30	ALLZRO49	2013 NEW CHEVROLET SPARK 5D HATCHBACK 1LT 5 SPD (1CV48)	254.49	24.15	
35	ALLZRO49	2013 NEW HONDA ACCORD 4D SEDAN LX SPORT AUTO (CR2F5DEW)	300.42	70.08	
41	ALLZRO49	2013 NEW BUICK ENCORE 4D SPORT UTILITY 2WD (1SB) (4JU76)	337.30	106.96	
46	ALLZRO49	2013 NEW BUICK ENCORE 4D SPORT UTILITY CONVENIENCE 2WD (1SD)	340.74	110.40	
52	MECH. 1	2013 NEW FORD C-MAX 5D HATCHBACK SEL HYBRID (P5B)	362.48	132.14	
72	BRKWS7J4	2013 NEW CADILLAC ATS 4D SEDAN 2.5L (1SB) (6AB69)	367.52	137.28	
		2013 NEW CADILLAC ATS 4D SEDAN 2.5L LUXURY (1SC) (6AB69)	431.32	200.98	
		2013 NEW FORD C-MAX 5D HATCHBACK ENERGY HYBRID (P5C)	438.39	208.05	
		2013 NEW CADILLAC XTS 4D SEDAN FWD (1SA) (6GD69)	538.74	308.40	

	A	B	C
1	Powered by MARKET SCAN 		
2			
3			
4	Vehicle	MSRP	Tracked Lender
5	2013 NEW CHEVROLET SPARK 5D HATCHBACK LS 5 SPD (1CV48)	\$12,995.00	US Bank
6	2013 NEW CHEVROLET SPARK 5D HATCHBACK 1LT 5 SPD (1CV48)	\$14,595.00	US Bank
7			
8			
9			
10	Vehicle	MSRP	Tracked Lender
11	2013 NEW HONDA ACCORD 4D SEDAN LX SPORT AUTO (CR2F5DEW)	\$24,980.00	US Bank
12	2014 NEW HONDA ACCORD 4D SEDAN PLUG-IN HYBRID (CR5F7EGW)	\$40,570.00	US Bank

