



## For Immediate Release

### Quorum Media Contact:

Mark Allen

403-777-0036

[AllenM@QuorumDMS.com](mailto:AllenM@QuorumDMS.com)

## Quorum Announces United States Expansion Plans With New Franchise Support and Integration

*The XSELLERATOR™ DMS Will Be Available to More US Dealerships in 2018*

Calgary, AB, March 22, 2018 – Quorum Information Technologies (Quorum) (TSX VENTURE:QIS), the company and DMS that drives your dealership’s revenue, revealed plans for continued expansion of its franchise coverage for dealerships in the United States. The company recently announced that it has begun actively installing Ford and Lincoln dealerships in the US (in addition to all GM and FCA brands), and is now in the process of finishing integration and certification and planning for a pilot with Volkswagen and Audi. Quorum is also in the process with another manufacturer which will be announced in the near future. The industry-leading dealership management system, XSELLERATOR, is available to all dealerships with these franchises.

Dan Ichelson, Quorum’s Vice President – Product and Operations explained, “A key philosophy since ‘day 1’ at Quorum has been that advanced dealer-to-factory integration is a core component to the success of both the dealership and the OEM. We started with supporting just General Motors brands, and built a foundation of deep integration and use of OEM data to enhance the dealership’s business. We believe that our approach to factory integration is quite unique.”

Ichelson added, “Over the past 10 years, we have embarked on an aggressive diversification strategy to make XSELLERATOR available to dealerships of all brands. Coming into 2018, we already support seventeen (17) vehicle brands in Canada and ten (10) in the US. Completion of the integration with these additional OEMs will add four (4) more brands in the US, for a total of fourteen (14). And, we do not plan to stop there for either country!” This is an important part of Quorum’s growth strategy and we’ve found that more and more dealership groups are now looking to us to support their entire organization.

Quorum invites dealerships to come see XSELLERATOR at the NADA Show in Las Vegas March 23<sup>rd</sup> – 25<sup>th</sup>, 2018 (Booth #3693C). To schedule a demonstration, please visit [www.QuorumDMS.com/NADA2018](http://www.QuorumDMS.com/NADA2018). Dealerships viewing a demo at the show will be awarded a complimentary American Express gift card as a “thank you” for their time.

### **About Quorum**

Quorum is a North American company focused on developing, marketing, implementing and supporting its automotive dealership and customer management system, XSELLERATOR. Quorum offers the system to franchised, independent and some non-automotive dealerships in Canada and the United States. XSELLERATOR automates, integrates and streamlines every process across departments in a dealership. The system includes tools designed to maximize revenue opportunities for dealerships such as Customer Relationship Management and service inspection and quoting processes. Quorum is a Microsoft partner and XSELLERATOR is developed with modern mobile-enabled technology. Quorum Information Technologies Inc. is traded on the Toronto Venture Exchange (TSX-V) under the symbol QIS and in 2016 was selected to the TSX Venture 50<sup>®</sup>, an annual ranking of the strongest performing companies on the TSX Venture Exchange. For additional information please go to [www.QuorumDMS.com](http://www.QuorumDMS.com).

*Neither the TSX Venture Exchange nor its regulation services provider (as that term is defined in the policies of the TSX Venture Exchange) has reviewed this release and neither accepts responsibility for the adequacy or accuracy of this release.*

# # #