PURPOSE

The purpose of this brand guide is to provide guidelines and best practices for communicating the brand and messaging of RumbleOn.

RUMBLE ON

RumbleOn is an innovative leader in the powersports industry, originating as the first omnichannel platform in the space. We developed a proprietary online marketplace, allowing potential buyers to easily search, purchase, and sell powersports quickly and conveniently. We simplified the entire powersports shopping experience by combining an easy-to-use online platform with the convenience of an in-store showroom.

By expanding our portfolio to include dozens of retail locations of major powersports brands such as RideNow Powersports, now RideNow Powered ON by RumbleOn, we have established ourselves as the leader in the industry, being the largest powersports buyer in the world. Our comprehensive ecosystem of pre-owned powersport vehicles, commerce, and retail services is why we refer to RumbleOn as "the technological glue," keeping all our brands 'Powered ON' with RumbleOn technology.

Our brand is committed to innovation and excellence driven by passion. We aim to inspire adventure, freedom, and enthusiasm and lend those exact values to the companies and people we serve.

