



Trust the Asset. Trust the Transaction.™

CASE STUDY

MotoLease Selects eOriginal to Digitally Transform Motorcycle Financing



MotoLease, the country's largest powersport and motorcycle leasing company, had a vision. It aspired to disrupt the powersport finance industry by offering unparalleled:

- **Ease-of-use for customers**
- **Efficiency for its team members**
- **Competitive advantages for its vendors**

It was MotoLease's commitment to this vision that led it to adopt transformative digital lending technology.

The company's digital transformation journey helped drive MotoLease to own 75% of the lucrative powersport and motorcycle leasing market.

Who is MotoLease?

Founded in 2010 and headquartered in Southern California, the technology-based, privately held financial services company originates indirect lease contracts through a network of more than 1,000 new and used powersport dealers across the United States.

Covering a full spectrum of financing options, MotoLease's first-of-its-kind powersport vehicle leasing program enables dealers to capitalize on opportunities afforded by a considerable untapped market segment: consumers who are underserved by traditional financial institutions. MotoLease's approval rate is more than 90 percent, granting its dealers a huge competitive advantage.

MotoLease is committed to providing all consumers—prime and subprime—with a second-to-none customer experience by keeping primary services in-house, including customer service, credit underwriting and lease servicing.



Why Did They Choose eOriginal?

MotoLease's commitment to transformative technology adoption has resulted in unparalleled efficiencies for its team and a competitive advantage for dealers.

Under the recommendation from a credit facility provider, MotoLease turned to eOriginal to develop and implement best practices around eSignature and financial asset monetization in a fully digital environment.

In addition to the technology itself, eOriginal's expertise and experience in the auto and powersport industries convinced MotoLease that it had found the ideal partner to meet its ambitious goal to transform the motorcycle leasing market.

The eOriginal Advantage

The adoption of eOriginal's eSignature and its digital asset management platform was driven by MotoLease's ambition to disrupt the powersports and motorcycle leasing industry. The company further understood that this great digital leap forward would go a long way in cornering the market of consumers underserved by traditional financial institutions.

eOriginal enabled MotoLease to integrate eSignature technology, as well as accelerate access to capital with revolving credit facilities via best-in-breed electronic vaulting.

Additionally, the solution enhances asset monetization process by ensuring the transparency and immutability of leasing documents that serve as collateral to MotoLease's credit facility providers.

The Results

Thanks to the eOriginal solutions that integrated seamlessly into its proprietary customer credit evaluation and leasing experience, MotoLease has grown exponentially.



We were the first ones to do a financing concept for powersport and motorcycle leasing and eOriginal is a perfect fit for this mission as we build trust in a new technology-driven financing ecosystem combined with our complete digital process.

Emre Ucer
Managing Partner

MotoLease now owns **75%** of the powersports and motorcycle leasing market.



Its more than thousand-strong network of dealers is also growing rapidly, with up to **50 new dealers** joining every month.



MotoLease has **set a new standard** by becoming the first leasing company to implement a financing concept for motorcycles.



MotoLease is able to access capital **more quickly, efficiently** and with **full compliance**. Lenders expedite due diligence through the eOriginal platform.





About eOriginal

eOriginal guarantees trusted transactions of digital financial assets for all parties from the borrower to the secondary market. We create a 'digital original' document that combines all the legal and enforcement rights of a paper contract with the capital and operational efficiency of digitization. Our proven network provides the confidence, visibility and compliance lenders and buyers need by providing certainty in how these assets are maintained.

As a pioneer in the space, we are a trusted partner for digital lending transformation and management by major financial institutions, leading law firms and credit ratings agencies. For more information, visit www.eoriginal.com.

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