



Uxin Named in BrandZ's 2019 Top 100 Most Valuable Chinese Brands

May 7, 2019

BEIJING, May 07, 2019 (GLOBE NEWSWIRE) -- Uxin Limited ("Uxin" or the "Company") (Nasdaq: UXIN), the largest used car e-commerce platform in China, has been named as the only used car e-commerce brand in BrandZ's 2019 Top 100 Most Valuable Chinese Brands and the 71st most valuable Chinese brand on the list.

"Over the past 8 years, Uxin has developed a super supply chain in the used car industry and reshaped the traditional buying process by introducing cross-regional services to consumers. With integrated capabilities in used car discovery, inspection, standardized online display, nationwide offline fulfillment and comprehensive aftersales services, Uxin provides consumers with seamless one-stop used car buying experience," said Cindy Wang, Uxin's Chief Marketing Officer. "The value of Uxin's brand has been built on our user-centric approach and our dedication to removing every obstacle in the used car purchasing process. We will continue to refine our platform to give users greater peace of mind and make it even easier to buy used cars from anywhere across the country through our cross-regional service offerings."

Launched in 2011, BrandZ's Top 100 Most Valuable Chinese Brands ranking tracks the growth of Chinese brands through consumer research. The ranking, conducted by brand equity research expert Kantar, combines rigorously analyzed market data from Bloomberg with extensive consumer insights from over 3.7 million consumers around the world, covering more than 166,000 different brands in over 50 markets – including opinions from nearly 290,000 Chinese consumers on over 1,100 brands in 75 categories. The total value of the BrandZ Top 100 Most Valuable Chinese Brands increased by 30% to US\$889.7 billion from 2018 to 2019, representing the highest year-over-year growth since the ranking launched in 2011.

About Uxin

Uxin Limited (Nasdaq: UXIN) is the largest used car e-commerce platform in China. Uxin's mission is to enable people to buy the car of their choice, no matter where they are located or what their budget is. Uxin enables consumers and dealers to buy and sell cars through an innovative integrated online and offline platform that addresses each step of the transaction and covers the entire value chain. Its online presence is bolstered by an offline network of more than 1,300 service centers in over 400 prefecture-level cities throughout China.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the business outlook and quotations from management in this announcement, as well as Uxin's strategic and operational plans, contain forward-looking statements. Uxin may also make written or oral forward-looking statements in its periodic reports to the SEC, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Uxin's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Uxin's goal and strategies; its expansion plans; its future business development, financial condition and results of operations; Uxin's expectations regarding demand for, and market acceptance of, its services; its ability to provide differentiated and superior customer experience, maintain and enhance customer trust in its platform, and assess and mitigate various risks, including credit; its expectations regarding maintaining and expanding its relationships with business partners, including financing partners; trends and competition in China's used car e-commerce industry; the laws and regulations relating to Uxin's industry; the general economic and business conditions; and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in Uxin's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and Uxin does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

For investor enquiries, please contact:

Nancy Song
Uxin Investor Relations
Tel: +86 10 5691-6765
Email: ir@xin.com

For media enquiries, please contact:

Yi-Ke Hong
Brunswick Group
Tel: +86 10 5960-8600
Email: uxin@brunswickgroup.com

Source: Uxin Limited