

**MotorK strengthens its French activity with a strategic push in the market**

## **DIGITAL AUTOMOTIVE: MOTOR K ACQUIRES FRENCH 3W NET**

*MotorK, European automotive industry digital leader, accelerates growth through acquisition*

**Milan, May 2019** – MotorK (<https://www.motork.io>), the company that is disrupting the entire European automotive sales and service industry, announces the **acquisition of 3W NET**, a French peer specialized in digital web solutions for car manufacturers and dealerships. After closing a **€30 million loan from the European Investment Bank** in December and recently being **listed among the 50 most promising European scale-ups by Tech Tour Growth 50**, MotorK is broadening its B2B and B2C European presence and reinforcing its portfolio in the automotive industry, organically and through acquisitions.

Founded in 2010 in Italy, MotorK has quickly become a game changer in the automotive industry: with activity in Spain, France, Germany, and the United Kingdom, the company is already a trusted partner for 90% of the car manufacturers operating in the European marketplace and for more than 900 automotive dealerships. **With this acquisition, MotorK strengthens its presence in France**, and reinforces its position as **the most important digital automotive player in Europe**.

Established in 2007, **3W NET** develops web solutions and online strategies for its clients, car dealerships and car manufacturers. With more than 1,800 digital operations in 2018, 800 active web sites and 300 clients, 3W NET is the French leader in its field. Boasting many long-standing client relations it is a solidly established partner of the French automotive industry. The 3W NET team will join forces with the MotorK team, to offer the group's suite of products including the complete **DealerK product line**, MotorK's SaaS platform for dealerships and garages. With greater scale and in-house product development the combined teams will propose a complete solution to manage automotive sales, generating new leads, speeding up processes and increasing sales conversion.

**Guillaume Bugault**, founder and former 3W NET CEO, will join MotorK as **Head of Strategy France**. He will ensure customer retention and success within the MotorK Group and support the business growth of the MotorK French footprint, with particular attention to DealerK products and services. He will also be a main stakeholder for client relationships in France and represent the MotorK group in the French automotive environment.

According to **Guillaume Bugault**, *«this deal adds a lot of value to 3W NET's clients' businesses, considering that they will benefit from the best scalable technologies on the market which MotorK has*

*developed. Together with Motork, we'll be able to offer them new services, allowing them to enhance their digital transition and performance in a very competitive market».*

*«For us, the 3W NET team and business acquisition represents a key driver to increase our presence and growth in France – **Marco Marlia, Motork's co-founder and CEO**, stated. – We are sure that the addition of such an experienced team will help us **to strengthen our European leadership**. As a combined entity we will enhance our key position helping manufacturers, dealers and customers.»*

#### **About Motork**

Motork is a cloud-based European technology company providing a range of Software As A Service (“SaaS”) and web-marketing products to automotive manufacturers, dealers and buyers. Founded in Italy in 2010, the Company is backed by prestigious Venture Capital firms 83 North and Zobito and employs over 330 people across Italy, Spain, France, Germany and the UK. The Company is a specialist digital partner to automotive OEMs and dealers and as well as having developed the most comprehensive multi-brand car configurator in Europe (“DriveK”), is the leading provider of car dealer websites across Europe. The Company has been recognised by multiple organizations as one of the fastest growing tech companies in Europe (inc. Euronext TechShare, Tech Tour 50, Technology Fast 500 EMEA).

#### **About 3W Net**

3W NET was created in 2007 by Guillaume Bugault, co-founder of Autoreflex.com, of the subsidiary Annoncesjaunes.fr and creator of ALTES – the first multi-channel automotive lead processing tool with integrated telephony.

#### **Motork Press Office**

Vittoria Giannuzzi

[vittoria.giannuzzi@motork.io](mailto:vittoria.giannuzzi@motork.io) +39 392 9252595

Alessia Clusaz

[alessia.clusaz@motork.io](mailto:alessia.clusaz@motork.io) +39 371 3771779