

MotorK aims to strengthen its team, management and presence in the Iberian Peninsula

DIGITAL AUTOMOTIVE: MOTORK ACQUIRES SPANISH COMPANY PUNSSET

The Italian company, leader of the autotech industry, goes on growing

Milan, June 2017 – MotorK (<https://www.motork.io/it>), the Italian company that is disrupting the entire European automotive distribution industry, has announced the acquisition of the Spanish company **Punsset**, specialized in software and online strategies development for car dealerships. After raising a **\$10 million round of investment** in March and after some new **significant hires in its international team**, MotorK is broadening its digital products for the European automotive industry, on a B2B and B2C level.

Founded in 2010, MotorK has quickly become one of the most important companies in the digital automotive industry, as well as a trusted partner for 90% of the car manufacturers operating in Europe. Since it was founded, MotorK has achieved triple-digit growth year on year and expanded its activity in **France, Germany, United Kingdom and Spain**. This acquisition represents an important achievement for both companies, which are going to increase their presence, not only in Spain and in Portugal: **the services offered by Punsset and MotorK are going to add up**, in order to improve **one of the most important digital automotive groups in Europe**.

Born in 2010, Punsset develops high-quality tech solutions and online strategies for its clients, car dealerships and other companies in the automotive industry. Its analysis work is based on a strong knowledge of the distribution market. Working with more than 400 dealerships and 28 car manufacturers, Punsset is present in Spain and Portugal and achieved a 38% growth year on year. Punsset staff will support MotorK within some business areas, especially **DealerK**, the first European automotive cloud for car dealerships, which allows to offer a complete solution to manage dealerships, generating new leads, speeding up processes and increasing sales.

According to the founding partner **Camilo Felipe**, *«this deal includes new advantages for Punsset and its clients, considering that the acquisition will provide more tech innovation, thanks to the work MotorK has done in the automotive distribution»*.

*«Punsset team and technology represent a key driver to increase our presence in Spain and Portugal – **Marco Marlia, MotorK's co-founder and CEO**, stated –, we are sure that the experience gained by Punsset's staff and management will help us growing on an international level to achieve an European leadership in the next 24 months»*.

About MotorK

Founded in late 2010, MotorK is an international company focused on sales and marketing for the car industry and has quickly become one of the most important players in the digital automotive arena. Started in Italy, it has rapidly expanded its business in Spain, France, Germany, UK and is now entering other European and extra-European markets. MotorK has developed and consolidated a broad offering of products and services for the automotive industry, such as **DriveK** (new car marketplace), **DealerK** (SaaS platform for car dealers), and **Internet Motors** (digital marketing training and events).

About Punsset

Punsset was founded in 2010. The company develops high-quality tech solutions and online strategies for its clients, car dealerships and other companies in the automotive industry. Its analysis work is based on a long experience and deep knowledge of the distribution market. Punsset works with more than 400 car dealerships and 28 car manufacturers in Spain and Portugal. It has achieved a 38% growth year on year. 20 experts from the marketing, automotive and digital fields work in the company.

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