

The app has already been featured by Apple among the best apps of the week

DRIVEK INTRODUCES THE APP THAT KNOWS WHAT'S THE RIGHT CAR FOR YOU

Available for iPhone and Android, it helps consumers choosing their new car thanks to machine learning

Milan, July 2017 – DriveK (<https://www.drivek.it/>), MotorK's service to configure new vehicles, officially introduced the app that allows you to find the right car.

Some professionals have already called it **“the Tinder for new cars”**: in fact, the app takes advantage of machine learning systems to get to know consumers tastes. At an earlier stage, the app proposes to the user several cars pictures: if the user swipes left it means that the car doesn't suit his or her needs; on the contrary, swiping right means that the user likes the car - it can be because of its price, design or technologies. The algorithm progressively understands what kind of cars the user is interested in and begins to submit more and more precise models: five “yeses” are enough for the app to identify the user profile - including needs, lifestyle and purchasing power. DriveK app is like a virtual showroom, filled with vehicles that best suit different criteria. It is possible to ask for a free quotation, to find the closest official dealership and to get technical information about cars.

At the moment, the app allows to look for one's favourite car among 50 brands, more than 500 models and 5.000 vehicles. The offers from dealerships and car manufacturers' list prices are integrated into the app and showed in a specific section.

The app is currently available for iPhone (starting from iOS 9 – **already featured by Apple as one of the best apps of the week**) and Android (starting from 4.3) in **Italy, France and Spain**.

*«We are proud of our app - **Marco Marlia, MotorK's co-founder and CEO, states** - because it represents not only an important technological achievement, but also a tool that makes the research process easier for users: buying a new car is a key moment in our life, if you consider the economical and psychological investments that such an important choice brings along».*

Since it was founded in 2010, MotorK has achieved triple-digit growth year on year. It has offices in Milan, Agrigento, London, Paris, Madrid, Santander and Düsseldorf. Its wide range of products - including **DriveK**, the largest new car marketplace in Europe, **DealerK**, a SaaS platform for car dealers,

and **Internet Motors**, the biggest digital automotive event network in EMEA - allow the company to radically advance the European digital automotive market.

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).

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