

Innovation, technology, and dynamism: MotorK presents its new Brand Identity

**After 10 years MotorK's logo changes, a restyling expression of the digital revolution
of the automotive sector**

Milan, April 2021 – Digitize the automotive industry and provide car manufacturers and dealers with innovative digital solutions to delight consumers by improving their purchasing process and experience. This is the mission of **MotorK** that, 10 years after its founding, **renews its identity** through a more current, contemporary, and elegant image and in line with its premium positioning as the only pan-European cloud-native provider that combines digital and automotive.

«The digital revolution has profoundly changed the automotive industry, influencing consumer behavior and the activities of car manufacturers and dealers - said **Marco Marlia, CEO and co-founder** of the company - After 10 years in the business, MotorK evolves keeping the pace with the challenges and opportunities posed by digital technologies, and the new future-proof branding represents the eagerness to continue to better respond to the needs of our customers and a sector whose transformation we want to continue to play a part in. This is, for the automotive sector, the season of change. A change brought and dictated not only by the many new players who, from the manufacturing to the business model, are changing the physiognomy of the industry, but also by the need to control the market keeping pace with innovation. Such a fast pace requires major investments in technology, research, and development. For this to be possible it is necessary to invest and have dimensions and the ability to attract resources. In our tomorrow, a tomorrow that we brand with this new logo, there is the intention to participate in the dynamics of integration through a M&A and fundraising rounds».

The rebranding is thus part of an ambitious growth path summarized in the payoff “*Sparking the automotive world*”. To **illuminate**, therefore, **the automotive sector with the spark of digitalization** with the dual objective, on the one hand, to help the sector lead the digital revolution by providing cutting-edge solutions and tools, and on the other to strengthen and increase the technological offer for its partners.

The new graphic project embraces the entire brand architecture which is now more harmonious and contributes to a clearer offer to customers. Starting with MotorK's new logo, minimalistic and smooth, and displaying a more vibrant and bright red chromatic declination supported by a palette of grays and blacks, it conveys dynamism and projection into the future. The new graphic elements, on the other hand, recall the phenomena that are radically changing the purchasing rationale in the automotive sector: innovation, technology, and digitalization. The visual identity makeover is

MotorK Italia S.r.l.

Società a responsabilità limitata con unico socio

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completed by the restyling of the website (<https://www.motork.io>), which has just gone live and has been redesigned according to the new guidelines.

The rebranding project was conceived and developed in-house by the design team led by **Jean-Pierre Diernaz - Senior Vice President Head of Global Brand & Country Manager France** - who summed up the graphic work by commenting «For our 10th anniversary we decided to give ourselves a completely new look, in line with Flat Design's minimalistic style. The new look & feel reflects us fully: we have redesigned our logo to give the company a more premium and technological aspect, emphasizing the concept of "digital spark". MotorK has made many strides in developing digital tools and solutions over the past decade, an accomplishment we wanted to see reflected in the corporate image. One of the letters that composes the MotorK logo does not belong to any existing fonts and has been purely designed by us, I shall leave it to the community to identify it!».

About MotorK

MotorK is Europe's leading digital automotive company, offering a unique combination of cloud-based SaaS products, digital solutions and marketing services for car manufacturers, dealers and buyers. Founded in Italy in 2010, the company has managed to expand its business across Europe. MotorK is a trusted digital partner of car manufacturers and dealers and, in addition to having developed DriveK - the leading car configurator on the market - is Europe's leading provider of web solutions for dealers. The company has been recognized by numerous organizations as one of Europe's fastest growing technology companies and has the largest R&D department in Europe in the digital automotive sector.

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