



## Stellantis &You, Sales and Services and FIDCAR form after-sales predictive marketing partnership

- **Key milestone in the unfolding of Stellantis &You, Sales and Services' strategic plan**
- **Innovative, European-wide, commercial agreement in the domain of after-sales predictive marketing**
- **Significant lever to develop customer satisfaction and after-sales revenue**

AMSTERDAM-LONDON, April 12, 2022 - FIDCAR, a start-up belonging to the group MotorK, leader of SaaS<sup>1</sup> solutions of Automotive distribution in the EMEA region (listed at Amsterdam Euronext) and Stellantis &You, Sales and Services announce the conclusion of a commercial agreement in the domain of predictive marketing after-sales, putting artificial intelligence at the service of tailor-made customer relationship.

After-sales predictive marketing is a tool designed to offer the customer individually packaged offers, in a targeted way, at the right time, corresponding to the state of his vehicle and to his actual maintenance needs.

### Artificial intelligence (AI) & Co-development

In practice, the after-sales predictive marketing solution is based upon two technological bricks:

- The FIDCAR Predict solution, an artificial intelligence platform that allows to forecast and offer after-sales offers that are perfectly adapted to the needs of customers in real time.
- The mobile application "FIDCAR Check", co-developed with Stellantis &You, Sales and Services. The latter makes it possible to greatly enrich the database that nurtures in data the FIDCAR Predict platform, and consequently to improve the relevance and quality of its results.

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<sup>1</sup> *Software as a Service*

## Positive on-site return of experience & global deployment

To develop and test this predictive after-sales marketing tool in a customer and user-centred approach, a testing and co-development phase was conducted for nearly a year within the Stellantis &You Villeneuve-d'Asc dealership (agglomeration of Lille).

In view of the metrics resulting from this test phase in terms of customer satisfaction and ROI, Stellantis &You, Sales and Services and FIDCAR decided to transform this "proof of concept" (POC) into a global agreement. The after-sales Predictive marketing set-up resulting from this experiment will be deployed within all the European dealerships of Stellantis &You, Sales and Services by the end of 2022.

"Stellantis & You, Sales and Services has been firmly committed since its creation, to the digital transformation of its activities, to buttress its efficiency and promoting the growth of its business, said Anne Abboud, Senior Vice President Stellantis &You, Sales and Services. "The test and learn implementation approach with FIDCAR allow us today to spread personalized after-sales predictive marketing tools, very promising in terms of conversion and loyalty, to the benefit of the satisfaction of the customers of our dealerships.

"We are proud to enter into this key partnership with Stellantis &You, Sales and Services", said Marco Marlia, Co-founder & CEO of MotorK. "This validates the acquisition strategy of the group that sees FIDCAR's predictive technology integrate the SaaS MotorK platform to better serve the automotive distribution."

### About Stellantis

*Stellantis N.V. (NYSE / MTA / Euronext Paris: STLA) is one of the world's leading automakers and a mobility provider. Its storied and iconic brands embody the passion of their visionary founders and today's customers in their innovative products and services, including Abarth, Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, Fiat, Jeep®, Lancia, Maserati, Opel, Peugeot, Ram, Vauxhall, Free2move and Leasys. Powered by our diversity, we lead the way the world moves – aspiring to become the greatest sustainable mobility tech company, not the biggest, while creating added value for all stakeholders as well as the communities in which it operates. For more information, visit [www.stellantis.com/en](http://www.stellantis.com/en)*

## About MotorK

*MotorK (AMS: MTRK) is a leading software as a service (“SaaS”) provider for the automotive retail industry in the EMEA region, with over 400 employees and ten offices in seven countries (Italy, Spain, France, Germany, Portugal, the UK and Israel). MotorK empowers car manufacturers and dealers to improve their customer experience through a broad suite of fully integrated digital products and services. MotorK provides its customers with an innovative combination of digital solutions, SaaS cloud products and the largest R&D department in the automotive digital sales and marketing industry in Europe. MotorK was founded in Italy in 2010 and has been recognised by multiple organisations as one of the fastest growing tech companies in Europe – including Euronext TechShare, Tech Tour 50, Technology Fast 500 EMEA and the FT 1000. For more information, please visit: [www.motork.io](http://www.motork.io).*



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