

SPARK: MOTORK'S SAAS PLATFORM PROPELLING DEALERSHIPS INTO THE FUTURE

A FRAGMENTED MARKET: 72% OF USERS ARE READY TO BUY THEIR NEXT CAR ONLINE, BUT DISTRIBUTION IS NOT EQUIPPED WITH THE RIGHT TOOLS TO MEET THE CHALLENGE YET

MOTORK LAUNCHES AN INNOVATIVE SUITE OF SOLUTIONS ENABLING THE INTEGRATED MANAGEMENT OF THE ENTIRE CUSTOMER JOURNEY

LONDON - JUNE 30, 2022 - Consumer behaviour paradigms in the automotive market are evolving rapidly, as more and more vehicle buyers demand flexibility to be able to seamlessly switch between physical and digital channels. According to a Capgemini Invent research, 72% of users would buy their next car online, but 92% still believe a touchpoint with the dealer is essential. Today dealers and OEMs are called to the difficult task of keeping up with the increased complexity of the customer journey and need to adopt digital solutions to manage the various customer interactions in order to create a smooth and above all omnichannel purchase experience.

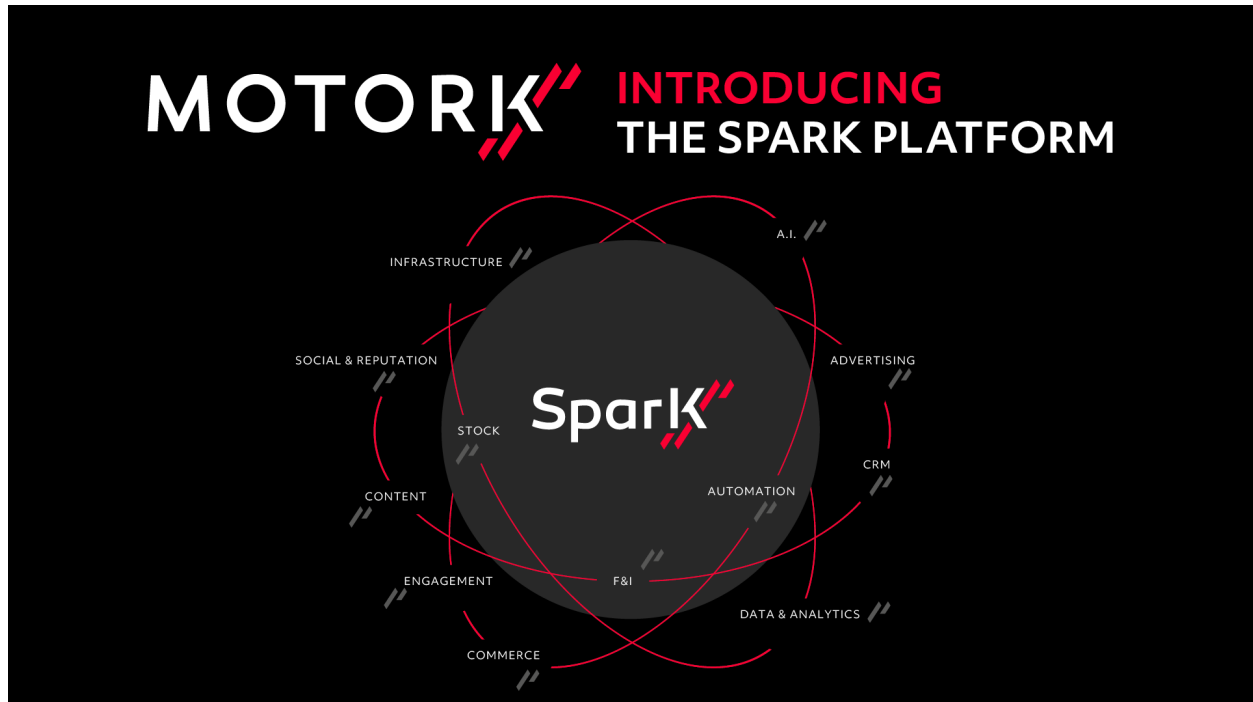
MotorK, the leading SaaS provider to the automotive retail industry in EMEA, is ready to embrace this revolution by bridging the existing gap between supply and demand, and to overcome the current technological fragmentation within automotive retail: as a matter of fact, the company has announced the launch of the **SparK platform**, a single and natively integrated multifunctional environment designed to offer dealers and car manufacturers **the most comprehensive and innovative suite of solutions for their digital activities**, from lead management to after-sale services. All SparK modules are accessed in the cloud, thus ensuring centralised maintenance and updating.

Using SparK's modular and customizable tools, an official dealer or independent retailer will be able to manage a 360-degree digital presence, presiding over all moments of contact along the customer journey and flexibly responding to customer needs, from searching for information to finalising their purchase, with a frictionless experience. Since 2020, MotorK's cloud-based solutions have enabled dealers to reach more than **50 million unique users** in total, thanks to sophisticated technology developed and validated in-house. With the introduction of the SparK platform, MotorK is taking a further step ahead in this direction; thanks to the learning and data processing potential of artificial intelligence, SparK makes it possible to overcome the limitations of non-harmonized and non-shared management of contact moments between consumers and dealerships.

Not only does SparK offer a competitive advantage for customer relationship management, but it also allows dealers to optimise internal processes. Thanks to the advanced built-in reporting tools, they can **analyse the performance of their dealership** at all stages, identify strengths and areas of improvement, maximise the performance of their sales force, and be able to easily and timely implement corrective actions and targeted campaigns.

"Over the past two years, integrated, omnichannel technology has become a must-have investment for dealers. Today, having a website and a CRM optimised for lead acquisition and management is just the

starting point. With Spark, we have developed a modular platform enabling a seamless user experience in line with customer expectations, and at the same time allowing dealers to create value throughout the entire customer lifecycle. With this launch, at MotorK we are once again affirming our leadership in the digital transition of automotive retail," said **Marco Marlia, co-founder and CEO of MotorK**.



Key solutions featured in the Spark platform include a digital showroom optimised for traffic acquisition (WebSpark) and synchronised with centralised stock management (StockSpark); a vertical CRM system to collect and organise leads (LeadSpark); a tool for marketing automation (AdSpark); a tool enabling real-time management of customer interactions (LiveSpark) and e-reputation management (FidSpark); and finally, predictive marketing instruments to create customised campaigns for clusters of users (PredictSpark).

ABOUT MOTORK PLC

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 eleven offices in eight countries (Italy, Spain, France, Germany, Portugal, the UK, Israel and Belgium). 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 is a company registered in England and Wales. Registered office: 124 City Road, London, EC1V 2NX - Company Registration: 9259000. For more information: www.motork.io or www.investors.motork.io.

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