

## MOTORK ADVANCES CAR DEALERSHIP SECURITY WITH NEW DATA PROTECTION FEATURES

*The company encourages clients to enhance data protection against hacks and breaches, and implements two-factor authentication (2FA) in its core solutions*

MILAN – 26 July 2023 – [MotorK](#), a leading EMEA group specialising in SaaS solutions for automotive retail, **focuses on data security and consolidates the reliability of its services** by **introducing two-factor authentication** into its core solutions, as a step forward in delivering the Group's vision to be the most trusted technology partner for mobility distribution and provide dealers and car manufacturers with reliable tools which can ensure the safety and confidentiality of client information.

From ransomware to data breaches, the retail automotive industry is experiencing an unprecedented number of cybersecurity concerns. According to a Verizon Data Breach Investigations Report, 80% of security breaches involve compromised passwords, in particular. Weak passwords, in fact, make car dealers' IT infrastructure an easy target for hackers eager to access a treasure trove of data such as names, addresses, email addresses, phone numbers, and perhaps more importantly, financial information such as bank details.

MotorK, whose technology is designed to enable the best customer experience along the omnichannel automotive purchase journey, now provides **two-factor authentication (2FA) to dealers and OEMs who already rely on WebSpark offer**, thus enhancing the security of its website solution for automotive retail by means of a two-step sign-in process that requires a one-time code from a mobile app or email in addition to the main traditional password. Cybersecurity Ventures estimates a global cost of 8 trillion USD in 2023 only, and according to the World Economic Forum (WEF), cybercrime has grown to become the world's third-largest economy after the US and China; which makes it evident that cybersecurity should be a top concern for any digital company. Thanks to this new feature, MotorK is taking a step forward in ensuring top security standards for its products and providing a safer online environment for clients, end consumers and partners.

*“The stake for avoiding IT-related business interruption, financial losses and reputation damage from not vetting data security practices has risen.” declares Marco Marlia, CEO and co-founder of MotorK “As leaders on the automotive retail tech scene in EMEA, it is our duty to ensure that our solutions meet the highest standards in terms not only of technical performance but also of integrity and data safety. Our vision to be the most trusted technology partner for mobility distribution can only be achieved if we maintain a customer-centric approach in everything we do. Cybersecurity is something we do not take lightly; automotive manufacturers and dealers can therefore have confidence in our ongoing commitment to developing and delivering the best and safest products to support their daily activities.”*

### 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 500 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](http://www.motork.io) or [www.investors.motork.io](http://www.investors.motork.io).

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