

## **OLIVIER DAVID APPOINTED COUNTRY MANAGER AT MOTORK FRANCE**

*MotorK strengthens its leadership team to accelerate growth and digital transformation  
in the French automotive market*

**Paris – 22nd October 2024** – [MotorK](#), a leading provider of digital solutions for the automotive retail industry, is pleased to announce the appointment of Olivier David as Country Manager for MotorK France. This strategic move underscores the company's commitment to strengthening its presence in one of Europe's most dynamic and pivotal markets.

*"France is a key market for MotorK, and Olivier's appointment reflects our ongoing dedication to empowering automotive retailers with AI-driven solutions that enhance the customer experience and drive operational efficiency"* comments **Marco Marlia, CEO and Co-Founder of MotorK**. *"Olivier's expertise in the automotive industry and his extensive knowledge of the French market make him the ideal leader to further solidify our position and accelerate our growth in France".*

With over 25 years of experience in the automotive industry both in France and at European level, Olivier will oversee MotorK's French operations and strengthen relationships with key industry stakeholders. He will leverage the strong connections developed during his past leadership roles at major automotive brands such as Ford and Audi.

Olivier's ability to lead high-performing teams and foster strong partnerships will be instrumental as MotorK continues to deliver innovative digital solutions to car dealerships and manufacturers across France. Central to this innovation is MotorK's **Spark Platform**, which integrates AI-driven tools to support the entire customer journey and vehicle lifecycle. The platform enables dealerships and OEMs to optimise processes, personalise customer experiences, and harness data-driven insights for greater operational efficiency.

Olivier's successful track record in streamlining operations and boosting performance at Coyote, before joining MotorK, is a testament to his ability to develop a market and expand the brand's influence and will be instrumental in effectively conveying the benefits of a platform approach to maximise growth and profitability to French retailers.

*"I'm thrilled to join MotorK and contribute to the continued growth and success of our French operations. By partnering closely with our clients, we can guide them through the digital transformation of the*

### **ABOUT MOTORK**

MotorK (AMS: MTRK) is a leading software as a service ("SaaS") provider for the automotive retail industry in the EMEA region, with almost 500 employees and eleven offices in eight countries (Italy, Spain, France, Germany, Portugal, Belgium, 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. For more information: [MotorK, SaaS Solution and Software for automotive management: Car dealers, distributors and manufacturers](#)

### **FOR FURTHER INFORMATION**

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*automotive industry" said Olivier. "France is a market with high expectations and I am confident that MotorK's platform, which embeds class leading AI solutions, can help dealerships and OEMs navigate this evolving landscape and achieve greater success".*

With the addition of Olivier David, MotorK continues to pursue its strategy of growth and reinforces its commitment to strengthening the French market and leading the digital transformation of the automotive industry in the region.

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