

MOTORIK ANNOUNCES ENHANCED PERFORMANCE OF PREDICTSPARK: SETTING A NEW STANDARD IN PREDICTIVE MAINTENANCE

London, 18 February 2025 - [MotorK](#), a leading European SaaS provider for automotive retail, announces a new AI Model empowering PredictSpark, its cutting-edge AI-driven predictive marketing solution for after-sales maintenance. This latest evolution takes predictive capabilities to the next level, delivering unmatched accuracy, speed, and data processing power—empowering automotive professionals with a future-ready tool for after-sales strategies.

Built on an advanced AI framework, the new model continuously refines its insights by processing vast datasets, including vehicle histories, customer behavior, and maintenance trends. With every iteration, PredictSpark becomes smarter and more efficient, giving automotive marketing teams a future-ready tool for predictive maintenance.

PredictSpark's latest model set a new benchmark, outperforming previous models with significantly enhanced performance. Some noticeable highlights include:

- **+25% greater predictive accuracy**, enabling a higher level of personalisation in customer campaigns;
- It now operates **with 97% greater consistency**, ensuring campaigns stay on track without unexpected delays.

Every day, PredictSpark will process **over 137 million predictions**, doubling up the previous bandwidth of 66 million, powered by over **9.6 billion unique calculations**, ensuring scalability and reliability for automotive marketing professionals.

“This new AI-model reflects our commitment to delivering continuous product innovation,” said **Johnny Quach, Chief Product and Marketing Officer at MotorK**. *“With the enhanced PredictSpark, clients gain a powerful tool that not only meets today’s needs but also anticipates the challenges of tomorrow.*

ABOUT MOTORIK

MotorK (AMS: MTRK) is a leading software as a service (“SaaS”) provider for the automotive retail industry in Europe. Through a broad suite of fully integrated digital products and services, MotorK enables dealerships and OEMs to attract, convert, and retain customers more effectively. With almost 400 employees and a presence in fifteen countries MotorK serves over 6,000 dealer groups and 38 OEMs. The company combines cutting-edge solutions, SaaS cloud products, and the largest R&D department in Europe dedicated to the development of AI-based solutions for automotive digital sales and marketing.

For more information: [MotorK, SaaS Solution and Software for automotive management: Car dealers, distributors and manufacturers](#)

FOR FURTHER INFORMATION

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We're focused on giving our clients the best SaaS solutions to stay competitive in the fast-paced automotive industry.”

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