

## MOTORK UNVEILS MAJOR PERFORMANCE BOOST FOR PREDICTSPARK

London, 15th April 2025 - [MotorK](#), a leading European SaaS provider for automotive retail, announces a substantial enhancement to its predictive marketing solution, PredictSpark, achieving a **35% increase in AI accuracy**, now reaching a **comprehensive understanding of 95% of invoice data**. This improvement showcases MotorK's commitment to driving efficiency and performance in the automotive industry through continuous AI innovation.

While PredictSpark continues to deliver tangible benefits as a predictive marketing solution, its evolving capabilities underline MotorK's broader vision of building foundational AI-based technologies that support and enhance the entire automotive retail ecosystem.

The latest evolution of PredictSpark significantly improves the model's ability to recognize invoices and extract relevant data with exceptional accuracy, making it a powerful tool for reducing manual intervention, streamlining operations, and improving overall customer experience.

*"This improvement is more than just an upgrade—it's a testament to our commitment to constant innovation,"* said **Johnny Quach, Chief Product and Marketing Officer at MotorK**. *"With PredictSpark's enhanced model, we're empowering our clients to achieve unprecedented levels of efficiency and productivity, allowing them to stay competitive in a rapidly evolving market."*

### ABOUT MOTORK

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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