

MOTORK LAUNCHES THE FIRST *CUSTOMER DATA PLATFORM* BUILT FOR AUTOMOTIVE RETAIL

London, 13th May 2025 - [MotorK](#), a leading European SaaS provider for automotive retail, today announces the launch of its new **Customer Data Platform (CDP)**, designed to help OEMs, dealer groups and other automotive players centralise, activate and enhance their customer data at scale. Developed as a strategic addition to the Spark Platform ecosystem, MotorK's CDP is built to deliver real-time insights and actions across the entire vehicle lifecycle — from first contact to aftersales.

*"We didn't just build another data repository," says **Marco Marlia, CEO and Co-founder of MotorK**. "We've developed a decision-making engine tailored to the operational complexity of the automotive sector — and made it ready for the challenges of today's data-driven retail."*

Built for complexity, ready for activation

MotorK's CDP unifies first-party customer data from all relevant touchpoints — advertising, lead generation, CRM, DMS, and aftersales systems — into a single, AI-powered platform that enables users to instantly identify and engage specific audiences for smarter campaigns and stronger long-term strategies.

With MotorK's CDP, automotive players can:

- Gain a **360-degree view** of customers across channels and interactions
- Deliver **personalised, real-time engagement** at every stage of the journey
- Launch **predictive marketing and service campaigns**
- Improve decision-making through **AI-powered insights and automation**

Already used by over 6,000 automotive businesses across Europe, the Spark Platform now becomes even more powerful with a fully native CDP built specifically for automotive workflows.

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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*“Our CDP is vertical by design, not by adaptation,” adds **Johnny Quach, Chief Product & Marketing Officer at MotorK**. “It’s built for automotive workflows. This launch marks another step forward in our continuous innovation journey — evolving the Spark Platform toward an increasingly AI-first future.”*

European expertise, global scalability

Unlike generic enterprise CDPs, MotorK’s solution is developed with deep knowledge of the automotive ecosystem in Europe. It supports **multi-brand, multi-country** and **multi-channel** environments — helping OEMs and dealer groups turn fragmented data into a strategic asset for growth.

MotorK’s CDP marks a new chapter in how automotive retail connects data and decisions. As the sector enters a **new era of AI-powered personalisation**, the company continues to lead the way with purpose-built technology designed to unlock real business value.

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