

## Press Release

### Change in communication

#### TOPMOTIVE expands business segment and founds Cartelligence GmbH

**Bargteheide, November 2020.** Digital transformation is the major theme of our time. It represents a fundamental change for society. The transformation has also arrived in the automotive industry and in the IAM. In particular, communication with drivers and cars is undergoing a revolution. TOPMOTIVE, the leading provider of catalog systems, is expanding its portfolio with a new business segment and founding the subsidiary Cartelligence GmbH. The goal of it all: To ensure digital communication and information exchange along the entire value chain - from the parts industry to wholesalers to workshops - and now to consciously involve the motorist as well as the car. The associated approach to the end consumer requires new ways and means. Cartelligence is developing appropriate software products and services for this purpose, such as a driver app, the Workshop Profiler and the Parts Indicator.

#### The end consumer in the focus of digital communication

The family-owned company has been an established pillar in the IAM for more than 26 years and plays a key role in shaping it with innovations. At the center of all digital communication is NEXT, a self-learning catalog system for wholesalers and workshops, which TOPMOTIVE presented at the last Automechanika and has since successfully established on the market. Based on this, the idea for Cartelligence was born.

Thanks to its proximity to customers from all sectors, i.e. wholesalers, workshops, and the parts industry, TOPMOTIVE knows the concerns and requirements of the individual target groups in order to optimize and further develop the processes along this chain. "Nowadays, everything at home or in business is controlled via smartphone. The digital transformation has now also arrived in IAM. We see our market position as a privilege to be able to enable our customers, especially the workshops, to communicate digitally with their customers, the drivers, in the future," says Krunoslav Bagaric, CEO of the TOPMOTIVE Group and Managing Director of the new Cartelligence GmbH.

#### Software solutions from TOPMOTIVE exploit the potential of the digital era

The basis of all systems is data. The challenge that currently exists in the market: too many different data sources and too little harmonization. Under the term "DOM" (Data Optimizer Module), numerous experts at TOPMOTIVE are dedicated to analyzing, optimizing, and processing the data and providing the foundation for all other processes and products.

With the "Cardriver App", TOPMOTIVE offers a combination that is so far unique on the market. Fully integrated measures such as workshop and vehicle search, integrated service calculation (Fast Calculator), chat module, integrated workshop calendar process and marketing tools offer both sides – the cardriver and the workshop – a platform for digital and more efficient communication. With just a few clicks, drivers can find out what the upcoming repair or the next service at their workshop will cost, ask questions and make an appointment directly.

The so-called "Workshop Profiler" gives workshops the opportunity to enter their business, contact details, opening hours and the services offered, including hourly rates, in the catalog system. The information entered is displayed to the end consumer – the motorist – in the motorist app. The latter can then decide on the most suitable automotive business. The "Workshop Profiler" is thus the link between the dealer, the workshop and the cardriver.

The "Parts Indicator" from Cartelligence creates added value for the end customer within the driver app by giving them an outlook on the future repair requirements of their vehicle depending on its age and mileage. Based on intelligent data analysis and evaluation, the "Parts Indicator" provides a repair recommendation and refers to over 40,000,000 repair cases from the last six years of different regions and data sources.

"Developing software products is one thing. Creating real added value for drivers to use the app is the other. With our team of experts ranging from automotive mechanics to data specialists, we bring the necessary expertise to intelligently steer digital communication around cars and drivers in the right direction. The business model offers an enormous number of opportunities for the entire market, which we want to exploit with Cartelligence," describes Stefan Schneider, Member of the Management Board of the TOPMOTIVE Group.

### Press contact

If you have any questions about the company or require further text or high-resolution image material, please feel free to contact us at any time:

Tatjana Ringwald, Communications Manager

CARTELLIGENCE GmbH

E-Mail: [info@cartelligence.eu](mailto:info@cartelligence.eu)

### About Cartelligence GmbH



Cartelligence GmbH was officially founded and registered in July 2020 as a subsidiary of the TOPMOTIVE Group. The software company deals with digital communication around the entire value chain in the automotive independent aftermarket: from the parts industry to wholesalers to workshops. The focus is always on the communication of all market participants with the car and the motorist. Cartelligence develops software products, such as apps, to make digital communication more efficient in the future. The company is headquartered in Bargteheide. At the moment, 15 employees are involved in this project.

### About the TOPMOTIVE Group



Since 1994, the TOPMOTIVE Group has been developing fully comprehensive catalog, information and merchandise management systems for the automotive independent aftermarket. In 2007, the TOPMOTIVE umbrella brand was launched by DVSE GmbH, as the rights holder of the brand. As Europe's market leader, the family-owned company offers a coordinated service and product portfolio to the parts industry, parts wholesalers and automotive workshops. The software manufacturer serves the car, commercial vehicle, truck and motorcycle segments. The company is headquartered in Bargteheide, near Hamburg. Other locations are in Etten-Leur (NL), Wetter, Wuppertal, Iphofen, Stuttgart, Vienna (AT), Targu Mures (RO) and Brusque (BRA). The TOPMOTIVE Group now comprises eleven (subsidiary) companies with a total of more than 260 employees.