

## DRIVERAMA FORMS STRATEGIC ALLIANCE WITH GERMANY'S STOP+GO AS IT BEGINS SOURCING CARS FROM CONSUMERS

- **Driverama's unstoppable momentum gathers pace, bringing a new way of buying cars from consumers in Germany**
- **Attractive shop-in-shop concept to be rolled out to over 20 stop+go locations**
- **Unique real-time AI pricing model delivers best value for the customer, fairly and transparently**

17 June 2021: Driverama, the most exciting new tech-driven online platform for buyers and sellers of used cars across Europe, today announces the signing of its first partnership agreement with one of the leading national automotive workshop chains, stop+go, as it prepares for the launch of its retail car buying operations in Germany.

Following its launch in April, this alliance will see Driverama open fully branded modular 'store in store' drop-off branches within stop+go's existing sites, enabling customers to sell their car to Driverama quickly, easily and with total transparency. The first drop-off micro-branch is due to open in Dusseldorf in July before being rolled out to more than 20 of stop+go's locations by the first half of 2022.

These customer-friendly micro-branches will serve as the physical inspection points for vehicles that have been sourced online through Driverama's website or directly via datamining capabilities. Having entered details related to their vehicle online such as the model, age, condition and mileage, the customer receives an instant valuation, powered by Driverama's unique real-time algorithmic pricing model, data science and peerless proprietary technology. This sophisticated model enables Driverama to provide realistic, accurate and transparent price estimates, revolutionising the process by taking away the constant worry that customers have about receiving a lower price when their vehicle is inspected at a branch.

Once the vehicle's details have been entered, the customer can simply book an appointment to drop their car off at a Driverama micro-branch, where a fast, hassle-free inspection will be carried out using our market leading software before a final valuation is given.

stop+go is Germany's leading auto repair chain, featuring state of the art car workshops, aftermarket parts, knowledgeable technicians and a commitment to delivering the best value for customers. These values align with Driverama's own focus on delivering the fairest, most convenient experience for consumers. The partnership will generate attractive benefits for both companies, with customers set to benefit from the complementary services on offer in one place. stop+go's sites across Germany are strategically located in close proximity to densely populated urban centres, providing an attractive footprint for Driverama.

Driverama is part of AURES Holdings, the largest independent used car retailer in Europe with more than €700m in revenue, €44m EBITDA and over 2.5 million customers served.

**Dr. Stan Galik, Chairman of the Board of Driverama, said:** "Since day one, Driverama has been all about bringing a fairer, more honest way of buying and selling used cars by delivering the very best customer experience underpinned by the most sophisticated and scalable tech platform. This approach aligns with stop+go's own way of doing business and its longstanding reputation for reliability, trust and professionalism, which is why I am so excited about the strategic alliance we have entered together. It marks another major operational milestone for Driverama and helps to grow our brand presence in Germany, the epicentre of the automotive world. Soon, our bright, fresh, modern micro-branches will be opening up all over the country and we can't wait to welcome customers through our doors."

**Detlef Saemisch, CEO of stop+go, added:** "At stop+go, we pride ourselves on delivering the very best service for our customers, who rely on our technicians to ensure their vehicles are safe and working properly. Driverama shares this commitment to delivering a superior customer service through relentless innovation and I am confident that this alliance will bring enormous benefits for us both. We look forward

to working together and are proud to be partnering with such a forward-thinking, high-quality business as it grows across Germany and beyond.”

**[ENDS]**

**For more information, please contact:**

FTI Consulting (Financial PR)

Andrew Todd

Email: [driverama@fticonsulting.com](mailto:driverama@fticonsulting.com);

**About Driverama**

Driverama is Europe’s most exciting new online platform for buyers and sellers of used cars. It is launching in Munich Germany, initially with over 5,000 vehicles in stock, before being rolled out to 11 markets by 2022 to become the first-ever truly borderless retailer. Driverama is a new brand, concept and business entity which has been launched and developed by AURES Holdings. It combines the best of all channels in used car retailing – AURES’ proven, decades-long experience, knowhow and physical infrastructure along with its leading-edge data science capabilities and scale, machine learning tools, artificial intelligence and proprietary algorithms.

**About AURES**

AURES Holdings Group is the largest independent used car retailer in Central and Eastern Europe, operating a network of 47 used car dealerships across the Czech Republic, Slovakia, Poland and Hungary. Since its founding in 1992, it has served over 2.5 million customers, buying and selling an average of 80,000 cars a year, along with finance and insurance products via third parties. It has sold over 40,000 cars online into Western Europe, with half of these vehicles heading to customers in Germany. AURES operates the Mototechna Drive car rental company and sells nearly new cars under the Mototechna brand. The group is regularly ranked in the CZECH TOP 100 Largest Czech companies and Czech 100 Best charts. For 2017 and 2018, the company was the holder of the prestigious Superbrands award and placed 2nd in the European Business Awards 2016/2017.