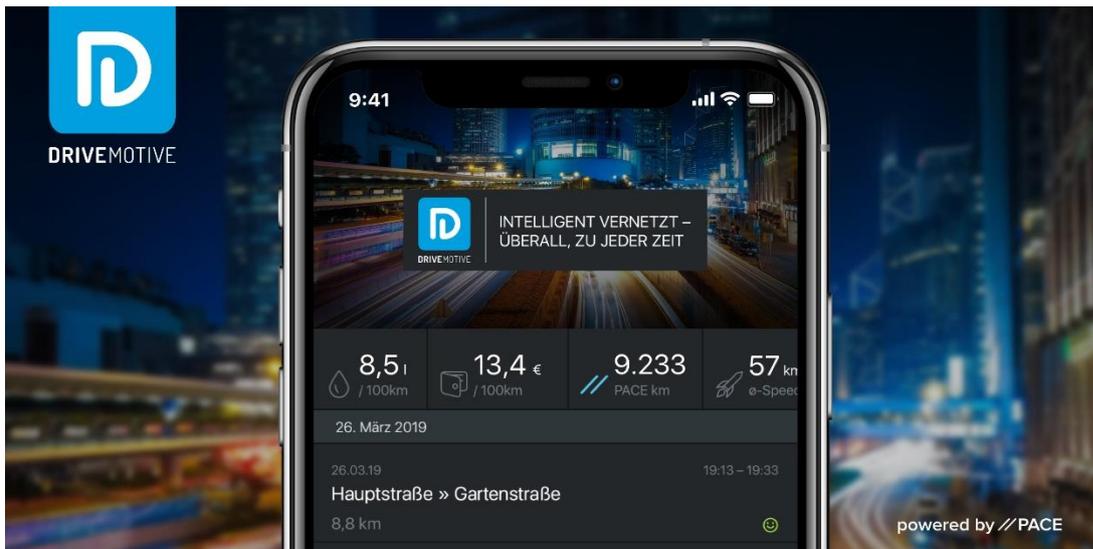


Digital revolution within the automotive workshop sector

DRIVEMOTIVE connects the free aftermarket with PACE technologies

Karlsruhe/Mannheim, Germany, 04.06.2019

The mobility platform DRIVEMOTIVE, initiated by CARAT, cooperates with one of the strongest technology providers within the connected-car sector: As development partner, PACE Telematics will build the industry-wide digital platform for the independent workshop and service market. Its launch is planned for summer 2019.



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Drivers' growing expectations for connected services and faster, more comfortable solutions require a better connectivity of cars. In January, the leading wholesale network [CARAT](#) initiated a platform which aims to pool the strengths of free market participants to enable the free aftermarket to keep up with these developments.

The now independent project [DRIVEMOTIVE](#) enables all free-aftermarket participants to digitalize their business processes and create lasting customer loyalty through innovative services with added value. Part of this offer for workshops are not only remote diagnostics and focused customer communication but also the sale of automotive parts. The IoT and connected-car provider [PACE Telematics](#), seated in Karlsruhe, Germany, supplies this technology as well as support during its set up.

Combining strengths to stay competitive in the automotive market

“The digitalization poses enormous challenges to most businesses within the independent workshop and service market, which most cannot overcome alone,” says PACE managing director Dr. Martin Kern. “The industry-wide initiative DRIVEMOTIVE powered by PACE will help independent workshops to connect with customers in this new, data-driven market.”

The smartcar company PACE has been expanding its products and services for B2B partners since 2017; amongst them the [Dealer Dashboard](#) for independent workshops. DRIVEMOTIVE powered by PACE is the first complete integration of PACE technology into a digital solution for the whole independent workshop and service market.

New services for drivers, workshops and spare part distribution

Everyone wanting to digitalize and strengthen their business can use DRIVEMOTIVE – this encompasses, amongst others, workshops, spare-part distributors, and fleet managers. Participants will profit not only from highly improved customer loyalty but also from valuable car data, which enables precise business decisions and proactive customer service.

“With DRIVEMOTIVE, we take a step only few have yet been ready to take: Removing isolated solutions and combining strengths,” says Christian Gabler, managing director of Mecanto GmbH, provider of the DRIVEMOTIVE platform. “Like this, not only the participating businesses will stay competitive in the future but also Germany as location for mobility investments.”

DRIVEMOTIVE, just like PACE, offers drivers many connected-car features which make driving cheaper, safer and less stressful by combining OBD2 adapter and app.

About DRIVEMOTIVE

The mobility platform DRIVEMOTIVE initiated by CARAT is operated by the new corporation Mecanto GmbH. The cooperation between independent partners from the commerce, industrial, insurance and technology sectors aims to strengthen and secure the business prospective of the independent aftermarket. The online platform, where drivers, workshops, distributors and industry partners can register themselves, focuses on end users and offers comfortable solutions for all questions concerning mobility.

About PACE

PACE Telematics hosts a manufacturer-independent, cloud-based automotive big data platform. With its technology, the startup based in Karlsruhe turns cars into smartcars in an easy way—and thus makes driving safer, less expensive and more comfortable. One of the main innovations are the flexible IoT platform [PACE Cloud](#) with microservices and APIs, which allow for an uncomplicated use and access within an automotive environment, as well as the PACE Car apps and the PACE Link (an OBD2 adapter).

For consumers, PACE currently offers nine features, among them an automatic emergency call, an electronic logbook, reading and explaining trouble codes, the Performance Monitor with real-time car data and more.



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