

Smartcar startup with great momentum

Frost & Sullivan and EY honor PACE for growth and innovation

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The former Kickstarter project PACE has grown into a mature partner for connected cars. The startup just won the coveted Frost & Sullivan Award in London. At the same time, co-founder Dr. Martin Kern is entering the final round of the "Entrepreneur Of The Year" award.

It's been nearly two years since the German startup [PACE Telematics](#) managed to gain the attention of the international press as its product turned into an overnight Kickstarter sensation; two years, in which L-Bank and renowned business angels started backing the project as investors with a significant, seven-digit financing.



Starting out as a smartcar solution for end customers, PACE has since then also developed into a customer-loyalty solution for automobile workshops and insurances. The PACE founders have now been rewarded for their exceptional work with the "Frost & Sullivan Best Practices Award 2017" in London.

The international management consultancy firm [Frost & Sullivan](#) honors companies which make outstanding contributions to progress, growth and technological innovation in the global market every year.



PACE co-founder Dr. Martin Kern nearly simultaneously accomplished to be selected as one of the finalists for the "[Entrepreneur Of The Year](#)" award.

The "Entrepreneur Of The Year" is one of the world-wide most renowned awards for entrepreneurs. For over 30 years, [EY](#) has been awarding selected entrepreneurs in 60 countries for special achievements. The jury's evaluation criteria consist of growth, potential, innovation, leadership and social responsibility.



"We are very happy about reaching the finals. For us as a young startup, it is something very special, of course," says Dr. Martin Kern. "Being one of the finalists in this tradition-rich contest is also a great acknowledgement of the active commitment and hard work of the whole PACE team during the last years."

The award ceremony of the "Entrepreneur Of The Year" with Christian Lindner and Judith Rakers takes place in Berlin on November 17.

About PACE

The German startup PACE Telematics has developed a telematics system consisting of the PACE Link, the PACE Car App and the PACE Cloud. This system turns cars into smartcars in an easy way.

The features of the gadget encompass not only the Automatic Emergency Call, an electronic Logbook and a Fuel-Saving Trainer but also reading and explaining trouble codes of the car, the Find-My-Car Feature, the fuel-station price comparison, the Traffic Monitor, Fuel-Cost Tracking and the Performance Monitor with real-time data.

PACE is therefore not only of interest to drivers but is also a system which can be rolled out world-wide. It can help insurances and automobile workshops to further customer loyalty with, for example, new, dynamic tariff models or remote diagnostics and push-notifications by a workshop.

Moreover, the smartcar experts are starting the so-called "Connected Fueling" and "Connected Parking" projects with their partner SAP next year. These will enable PACE customers to buy fuel and park cash-free.

The PACE technology supports nearly all cars built from 1996 onwards. Installation is easy: The small PACE Link plug is placed where an automobile workshop usually connects a diagnostic tool. It then connects your car with your smartphone. The system can be ordered for 119 € – without any follow-up costs – from the PACE shop or for 120 € from Amazon.



PACE Telematics GmbH

<https://www.pace.car>

Karlsruhe office: Haid-und-Neu-Str. 18, 76131 Karlsruhe

Berlin office: Chausseestrasse 8, 10115 Berlin

Founded: 2015

Employees: 30

Managing directors: Dr. Martin Kern, Robin Schönbeck, Philip Blatter

Press contact: Kirstin Messerschmidt

presse@pace.car

Phone: +49 30 432 088 13, Mobile: +49 177 486 66 38