

**Press Release June 2018**

**Automobile Database Datamotiv also belongs to Garaj Sepeti**

**Garaj Sepeti, with investments by adding Datamotiv within the Cesar Group brands, Turkey's local, national and most comprehensive data owner vehicle catalog will be offered to insurance, financing, fleet companies, vehicle distributors and the Internet as a service.**

Garaj Sepeti which pioneered the digitalization of the automotive ecosystem in Turkey continues to grow with its investments as well as investments that receive. Garaj Sepeti, which included tasit.com in its portfolio in December 2017, has now acquired Datamotiv, a data miner in the automotive field.

Datamotiv, which was purchased from Cesar Group for the purchase price and company share, will continue its activities under the same name within Garaj Sepeti. Datamotiv which includes manufacturer's information of almost 250 thousand different vehicles in Turkey car parking produced After 1994 and list prices & current campaign prices of zero km cars also has 150 million cells big data. Thus, Garaj Sepeti will provide unique data with Datamotiv’s services to insurance, financing, fleet companies and vehicle distributors. Datamotiv, fully developed by Turkish engineers and national from data insert to the data update, will be Turkey's largest car catalog service.

Regarding the new acquisition, **Mehmet Çelikol, CEO of Garaj Sepeti**, said, “It has been a year since we entered the sector, but with the purchases we made, we have become beneficial for all parties in the automotive ecosystem. This makes us very happy. Our inclusion of the vehicle catalog company shows how much we care about this business. It is very important to be able to present the data they need to insurance, financing, fleet companies and vehicle distributors by analyzing the data quickly and accurately. The reason is that qualified data is one of the biggest obstacles to the digitalization of the sector. The foreign data tried to be localized makes the sector dependent on the outsources and also creates a blockage in local needs. For this reason, we will feed our services and the sector with single master data; so we will increase productivity. For the first time in the automotive industry, there will be such a comprehensive, local database, we must protect it together.”

**Cevat Sarı, Chairman of Cesar Group**, said: “As Cesar Group, we have always tried to be a pioneer in data-based services in the automotive industry. As a result of our belief in the vision of the Garaj Sepeti and the transformation solutions it will bring to the changing sector, we decided to continue Datamotiv's life within the Garaj Sepeti.”

**For detailed information: Mine Türkün /** **mine@mineturkun.com** **/ 0533 602 81 06**

**About Garaj Sepeti**

From the year founded in 2017 in İstanbul, we have been working to lead the digital transformation of used car transactions in the region starting from Turkey which is one of the world’s biggest used car trade markets with more than 7 millions transactions a year.

We empower both buyers and sellers to perform more trustful & convenient used car trade transactions with the power of technology and big data.

We believe, especially at emerging markets, power of technology and data is going to be game changer to bring efficiency, transparency as well as trust and convenient to the used car trade.

To serve end-to-end integrated game changer solution Garaj Sepeti manages,

1. Regions biggest closed-circuit dealer marketplace Garaj Dealer with almost 10.000 dealer members.
2. Turkey’s leading auto places Araba.com (meaning Car) & Tasit.com (meaning Vehicle) with 4M members and more than 5M visitors /month.
3. Big data platform Datamotiv which serves numerous data solutions such as valuation, accident history and catalogue to other industry stakeholders.