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**Drive Motors Hires New Senior Director of Consumer Experience, Lauren Wolfe,
to Spearhead Growth on West Coast**

SAN FRANCISCO (May 30, 2018) -- [Drive Motors](#), which builds ecommerce solutions for car dealerships and dealer groups, today announced that Lauren Wolfe has joined the team as Senior Director of Consumer Experience. Ms. Wolfe joins the company from FZA Digital, the digital-advertising agency of fusionZONE Automotive, LLC, where she was president. She will report to Drive Motors' Head of Growth, Rune Hauge, and will be based in Los Angeles.

"Drive Motors is the missing piece in the automotive industry," said Ms. Wolfe. "I'm excited to deliver this integral technology to dealerships and round out my career from CarsDirect, the first place one could buy a car online, to actually assist dealerships in improving the car-buying experience."

Ms. Wolfe is an accomplished digital-marketing expert with over 15 years of experience in search-engine marketing, social media, lead generation, and product development. Before FZA Digital, she held various management positions, including Director of Corporate Marketing at Roundtree Automotive Group, Regional Sales Director at CarGurus, and Regional Sales Manager at Showroom Logic. While earning her B.S. in public policy and management from University of Southern California, Ms. Wolfe worked in sales at a Studio City Volvo Saab, now part of the Galpin Automotive Group, which helped fuel her passion for cars.

"With a proven track record for excellence in sales, territory management, and key-account development, Lauren will be a tremendous asset in scaling our growth on the west coast," said Rune Hauge, Head of Growth, Drive Motors. "Her insight and instinct will provide our team with a competitive advantage for educating and delighting our dealership partners about online-checkout tools for car buyers."

Recently, Drive Motors announced a strategic relationship with Ally, naming them their preferred finance company. The agreement provides Ally with the opportunity to receive consumer-financing applications submitted digitally by dealerships using Drive Motors' software. Last summer, Drive Motors announced it raised \$5.2 million in total funding with the completion of its seed round, led by Bullpen Capital, with participation from existing investors, including Y Combinator, Khosla Ventures, Perkins Coie LLP, and Emagen Entertainment Group.

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Drive Motors transforms car-dealership websites and showrooms into ecommerce destinations, and, since completing Y Combinator's incubator program in 2016, has grown to over 1,300 car orders per month and \$325 million in annual order volume for its dealership customers.

About Drive Motors:

Drive Motors builds ecommerce experiences for auto dealerships. For dealerships, Drive Motors offers an online-checkout experience that integrates effortlessly into their own website and showroom, and transforms their dealership into an ecommerce destination. For buyers, Drive Motors offers a simple, end-to-end checkout experience that removes sales pressure from the showroom, and lets people buy at home in their comfort zone. For more information, visit drivemotors.com/dealers and follow them on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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