

## **4.screen and ŠKODA strengthen partnership with expansion in Germany**

- Following a successful launch in Germany, 4.screen extends the integration of its driver interaction platform into 180.000 ŠKODA vehicles.
- The collaboration with 4.screen enables ŠKODA to offer drivers exclusive services and useful content, directly on the in-car screen.

**Munich, December 13, 2022** – 4.screen and ŠKODA AUTO take another leap forward and expand their partnership in the German market to enable seamless driver interactions in the in-car infotainment system. The integration of 4.screen in 180.000 ŠKODA vehicles in Germany allows drivers to experience relevant content from renowned businesses of all sizes.

## **4.screen connects 180.000 ŠKODA vehicles in Germany and provides location-based offers to drivers on the in-car infotainment system**

Recently, 4.screen has expanded its footprint in the German market, extending the integration to 180.000 vehicles. The partnership with 4.screen reinforces ŠKODA's commitment to providing a seamless driving experience whilst continuously improving the quality of location-based offers. With the 4.screen API-based solution, ŠKODA is able to add unprecedented value to the driver. The 4.screen platform is fully compliant with all the safety requirements established for vehicles' infotainment systems. The featured content only displays upon request, preventing from any distraction while driving. 4.screen continuously partners with new businesses, such as gas stations and charging stations to provide offers like sponsored charging or a free coffee at the next gas station.

**Martin Jahn, Board Member for Sales and Marketing**, says: "Digital services in the vehicle are now more important than ever. We are delighted to have teamed up with 4.screen, an experienced partner with a large network and established technology. ŠKODA drivers will benefit from a wide range of attractive offers thanks to the international launch of our location-based services."

The 4.screen Mobility Experience Cloud (MXC) enables ŠKODA to connect its vehicles with relevant brands. 4.screen's extensive business partner network provides drivers with tailored offers and exclusive in-car benefits. Through the 4.screen network, partners also reap rewards by increasing brand awareness and engagement with their audience.

4.screen has already received exceptional feedback from drivers and participating business partners alike. For instance, by partnering with 4.screen, APCOA Parking has boosted loyalty amongst ŠKODA drivers through a driver offer that provides a 50% discount on parking services.

“For the first time ever, we can interact with drivers directly on the in-car screen, when and where it really matters. By providing location-based offers we can revolutionize the communication with our customers and increase their engagement whilst managing those interactions through the 4.screen interface”, says **Tobias Beau, Head of Digital & Project Organisation Management at APCOA Parking Germany.**

As part of the latest expansion, 4.screen can also announce a partnership with Accor, a world-leading hospitality group. Through 4.screen, Accor is providing drivers with an exclusive 10% discount for 200 participating hotels. It means that whether for business or pleasure, ŠKODA owners are in the driving seat when it comes to premium hotel deals.

The 4.screen technology is integrated into the infotainment systems and is based on context-adaptive AI recommendations. The system is fully compliant with the General Data Protection Regulation (GDPR) and is designed to offer content that is relevant to the driver. This technology drives the transformation of the automotive industry and enables the expansion of the connected car into promising markets.

“After a successful launch, we are excited to expand our partnership with ŠKODA in Germany” said **Fabian Beste, Co-Founder and CEO of 4.screen.** “We look forward to expanding to all European markets and becoming the leading platform for connected mobility to create unprecedented benefits to car manufacturers and brands”.

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## About 4.screen

4.screen is the world's first platform designed to connect, interact, and engage with drivers. 4.screen's Mobility Experience Cloud (MXC) provides a fully standardized interface for real-time location-based interaction with every connected driver, of every car brand, worldwide. Car brands, navigation system, and mobility service providers integrate 4.screen's APIs into their systems to enable billions of interactions every day. Drivers benefit from a wide variety of useful services such as relevant in-car recommendations, better in-car content and access to exclusive offers. Businesses of all sizes - from local shops to global brands and smart cities - are using the 4.screen technology to increase the visibility of their brand or locations by offering useful content to drivers. 4.screen is headquartered in Munich and has the world's leading brands as customers. For more information, please visit [www.4screen.com](http://www.4screen.com).