

Press release
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FinanceScout24 expands its finance comparison tool to include car leasing with Gowago

From vehicle search to finance – a new partnership between the comparison portal FinanceScout24 and the Swiss autotech company Gowago is set to simplify your digital search for the right finance solution when buying a car.

For many people, their perfect car isn't just a dream, but a goal. Thanks to platforms like AutoScout24, their vehicle of choice is just a few clicks away. But the real challenge begins with finance – how do they get the cheapest deal without having to fight their way through the often impenetrable jungle of finance options? The answer to this is the new partnership between the comparison portal FinanceScout24 and the Swiss autotech company Gowago, which gives drivers a range of vehicle finance options – including leasing, the most popular version in Switzerland – without any detours and from a single source.

Digital drive: lightning-fast leasing from your sofa

If you find your preferred car at AutoScout24 and it is new or no more than a year old, you will now receive an additional option at FinanceScout24: as well as consumer loans from various banking partners, Gowago's leasing offer with a favourable interest rate is also now available to finance your dream car. Gowago uses its own artificial intelligence to simplify the creation of quotes and calculate lease instalments and residual values in real time. Terms and annual mileage can be customised and contracts can be signed completely digitally. This saves time overall, is kind to your wallet and is also extremely practical. Customers wanting personal advice, whether on configuring their lease or on the all-inclusive service packages on offer, can obtain this free of charge from Gowago.

Vehicle finance made easy

"Finding the car of your dreams has never been the problem – finance is the greater challenge. Our partnership with Gowago presents a fully digital solution that enables our customers to conveniently and seamlessly complete the process online, from searching for a vehicle on AutoScout24, through comparing finance on FinanceScout24, to signing the contract with Gowago. The expansion of our finance portfolio extends our range of suitable finance solutions for a wide variety of user preferences: be this with tailor-made credit options for vehicle ownership or with our new range of lease agreements with first-rate terms and attractive interest rates for using your car of choice," says Jochen Pernegger, Managing Director at FinanceScout24.

Rutger Verhoef, CEO of Gowago, is also pleased with this collaboration: "For the first time, customers can seamlessly compare car loans and leasing offers and thus make informed decisions tailored to their needs. This new partnership takes account of the popularity of leasing in Switzerland and gives Swiss drivers transparency and clarity when comparing finance. Our cooperation with FinanceScout24 is a sign of our

commitment to developing innovative solutions that enable everyone to navigate the complex world of vehicle finance.”

About FinanceScout24

Over the last four years, FinanceScout24 has established itself as one of the most popular comparison portals in the insurance and finance sector, thanks to its product range and professional, independent advice. Since the SMG Swiss Marketplace Group was founded in November 2021, FinanceScout24 has been undertaking pioneering work in conjunction with other Swiss online marketplaces.

About Gowago

Gowago is an autotech company dedicated to providing customers with an intuitive platform that takes a holistic approach to vehicle selection, finance and mobility management. To provide solutions that meet the challenges of modern car finance, Gowago uses a self-developed artificial intelligence model that gives users a fully digital experience, simplifies processes and systematises budget management.

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About SMG Swiss Marketplace Group Ltd

SMG Swiss Marketplace Group Ltd is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group Ltd provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24, CAR FOR YOU), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group Ltd, Ringier Ltd, Die Mobilier and General Atlantic.