

Press Release

Zurich, 12 November 2024

AutoScout24 Brings Search Expertise with AI Hologram „Mike" to Auto Zürich

AutoScout24 impressed at this year's Auto Zürich, which took place from 6 to 10 November, with a refreshing appearance and the AI-powered hologram „Mike". The interactive EV expert confidently answered visitors' questions in real time.

As an interactive expert on electromobility, the AI hologram „Mike" amazed guests with its ability to answer questions in real time on topics such as electromobility, vehicle purchases, and AutoScout24 products. „Mike" was developed by the online marketplace AutoScout24 as an extension of the chatbot "E-Scouty", which is used in the "EV Hub" on the AutoScout24 website. The site also features a range calculator for electric vehicles and a charging map with a station location search.

An Experience for All the Senses

With „Mike", AutoScout24 showcased digital technologies at Auto Zürich 2024, actively contributing to the future of buying and selling cars. In addition to the AI-based hologram, the AutoScout24 lounge offered several touchpoints. Among other things, staff introduced the new service "AutoScout24 Direct", which has allowed individuals to easily offer their vehicles to a wide network of professional dealers in Switzerland since August. There was also an exclusive B2B zone for business meetings, a café bar serving Italian specialities from aMa Pasticceria and a B2C advisory area where visitors could explore AutoScout24's extensive range of products.

A Popular Online Platform

With 64'619 tickets sold, Auto Zürich recorded the highest number of visitors since its launch. AutoScout24's participation in Auto Zürich underlines its commitment to driving digital innovation in Switzerland. The hologram „Mike" embodied the vision of making the benefits of the digital world tangible in the physical space. After all, the future takes place where people meet: both online and offline.

Medienkontakt



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About SMG Swiss Marketplace Group AG

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