

PRESS RELEASE · DRIVING TOMORROW · COLOGNE · 24 JUNE 2026

# The next chapter: CarOnSale becomes the AI-powered system for Europe's used-car trade

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**CarOnSale unveils a new look and a new sense of who it is. At its industry summit "Driving Tomorrow" in Cologne, the company closes the gap between outside perception and what has long been running through its systems: 1.3 million vehicles a year, of which more than 130,000 via the marketplace solution.**

## **Cologne, 24 June 2026**

CarOnSale shows a new face. In front of more than 50 dealers and partners, the company appeared for the first time in a new visual identity at its own exclusive industry summit "Driving Tomorrow". The occasion is not a logo change, but a realignment of identity and ambition.

## **Why now**

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The market is reordering itself. Dealer groups are consolidating, the electric wave is reaching wholesale, manufacturers are centralizing their remarketing. This is the phase where the rules for the coming years are set. Whoever defines its role now helps shape the market, instead of adapting to it.

CarOnSale has outgrown its old brand. More than 400 employees, 1.3 million vehicles run through the system per year, more than 130,000 of them marketed via the marketplace solution, OEM partners like Mercedes-Benz and Toyota and an outside perception still stuck with the auction provider of the past. The new identity closes this gap and names status and vision: the AI-powered system for B2B used-car trading in Europe.

Behind it lies a changed sense of itself. With products like the AlphaController, CarOnSale no longer sees itself merely as a place where trading happens, but as the infrastructure on which trading runs. That is the core of the new chapter: from participant to system.

## **A design language that says the same as the product**

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With the new sense of itself, the design language changes too. It is reduced and self-assured: clean typography, a signal yellow as anchor, calm and contrast. The design follows the same logic as the platform. The brand now looks the way the product works.

## Backed by what is already running today

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The ambition is not a declaration of intent, but describes ongoing operations. More than 70% of the top-100 dealers in Germany and Austria trade via the platform, as do around 40,000 buyers. Six OEMs are partners and use CarOnSale solutions such as the marketplace and the AlphaController, in part across Europe.

## Quote

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*“We have outgrown our brand. The market saw a pure marketplace provider; what we built is the AI-powered system on which B2B used-car trading in Europe runs. We are closing that gap now, not with a new logo, but with a new sense of who we are. And this is no coincidence: the market is deciding right now which systems it will back in the future.”* – Tom Krüger, CEO, CarOnSale

## The market at the table

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This future was not asserted in Cologne, but debated. In three group rounds, dealers and partners discussed the questions of the coming years: “AI in used-car trading”, “Brand and marketing in car retail” and “consolidate or be consolidated” among others with Lutz Meyer (Advisory Board, Brass Group), Sevilay Gökkaya (former General Manager, Toyota Motor Europe) and Patrick Wetzel (Associate Partner, McKinsey & Company). A keynote by Benjamin Wess from elite sport framed the day with what also carries the market: performance under pressure.

**The next chapter begins now. One Platform. One Profit Engine.**

## About CarOnSale

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CarOnSale was founded in 2018 and is led by Tom Krüger, Fabian Roth, Oguz Özgüler and Maximilian Schilling with the ambition to digitize professional used-car trading in Europe. From that has grown the AI-powered system for B2B used-car trading in Europe: software, data, logistics, financing and services in one connected layer. The platform handles 1.3 million vehicles a year. Partners include Mercedes-Benz. More than 400 employees work on the infrastructure that brings a fragmented market together. One Platform. One Profit Engine.

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