

Press Release

**IlSole24Ore.com launches new Motori24 channel**  
*[www.motori24.com](http://www.motori24.com): news, information and services*

**Motori24**, the new channel of Sole24ORE.com, is online at [www.motori24.com](http://www.motori24.com)

At the heart of its **contents** lies the authoritative and exclusive information brought by the Sole 24 ORE editorial staffs and split up into theme sections: to start with, news from the national and international markets with the **latest developments in the two- and four-wheeler world**, plus insights on **technology** - from options such as navigation systems to eco-innovation - and **safety**. Alongside these sections, Motori24 provides in-depth coverage of the **auto industry** and its **regulatory framework** with Il Sole 24 Ore's distinctive authority and professional style: production macroeconomics, auto market trends and news on the carmakers, **laws, taxes, purchase incentives** and **bonuses**.

The features are supplemented by generous **multimedia galleries** packed with **photos** and **videos**, and **community** content such as user **ratings** and **surveys**.

News and information is topped with useful **services**. The **Models & Price Lists database**, with data supplied by **Motornet.it**, thanks to the collaboration with Sanguinetti Editore, offers a full picture of all the models marketed in Italy: a **nifty search engine** gives quick access to **full technical fact sheets** on engine specifications, size, weight, performance and build up of selected model, and allows comparison of models to verify differences in prices, performance, build up and cost of options. Added to all that, **complete price lists** divided by brand, **new rollouts** and the "**What can I buy**" tool, which extrapolates the cars picked by users according to price and model.

Lastly, the **Insurance** section features a **comparison engine** for **car** (and motorbike) **policies**, where users can get a quote in just 10 minutes by comparing the offers (inclusive of main additional coverage) of twelve of the major Italian insurers - traditional and direct - and even underwrite a policy directly from the site. The quotation engine is provided by the **Assicurazione.it** partner.

**Motori24** is targeted to **informed consumers** and **aficionados** alike, providing the means to feel the pulse of the auto world. It is an authoritative source that completes the wide range of channels [www.ilsole24ore.com](http://www.ilsole24ore.com) dedicates to vertical information.