

Racing driver Nico Hülkenberg to become a business angel: The Formula 1 driver is now hitting the gas in an entrepreneurial sense as well, by investing in the speed app *MotorMiles*.

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As a racing driver, Nico Hülkenberg needs to have a perfect feel for the car, speed, and technology. As an entrepreneur, he has a good sense for promising investment opportunities. Therefore, the 29-year-old Formula 1 driver is kicking the gas off the track as well, and has invested in the start-up *MotorMiles* as a business angel: “I’ve wanted to get involved in business for a long time and *MotorMiles* has enormous potential to digitally network the 29 million potential car fans in Germany for a start. In 2017, *MotorMiles* will go international to tap into the huge motorsport fan base of 500 million globally.”

With the free new mobile app *MotorMiles* speed junkies can now hunt for points to get branded products and motorsport experiences at low prices! *MotorMiles* also boasts current news, games, and motorsport bets.

“I find the digital market very exciting; for example, I use social media and am myself active on Twitter, Facebook, and Instagram. I feel that this is our future. Therefore, I was immediately excited when the makers of *MotorMiles* presented their concept. My investment was a logical step. I think what the *MotorMiles* app is already offering today is amazing,” said *MotorMiles* investor Nico Hülkenberg.

Until now, there hasn’t been a platform of this kind, which speaks to the ever-growing German and global motorsport community so purposefully and also addresses their needs:

“I’m a real car freak. What the airlines reward schemes are to the sky, *MotorMiles* could be to the roads. And as a Formula 1 driver, going after points is my passion. Unfortunately, it’s not as easy to get points in Formula 1 as it is with *MotorMiles*,” said Hülkenberg, with a smile.

So here are just a few of the ways “*MotorMiles drivers*” can get points:

- Points from daily motorsport quizzes and free bets
- Mobile shopping within the app with many attractive partners
- Hunting for cars with the in-app scanner – similar to Pokémon GO

The more frequently a user uses the app, the more quickly his points balance will build up. What’s special: unlike with all other digital platform, active club members can collect enough points with the app within a few hours to reap the first “rewards”, e.g. winning tickets for the legendary Formula 1 GR1D club parties.

MotorMiles is an offer of the **MotorMiles Technologies GmbH**

It has taken around two years to develop the new mobile product, which was devised to close the digital gap between live events, television broadcasts, and the classic editorial reporting related to the topics of cars, motorsport, and speed.

The app was developed by loyalty program experts Derk Möller and Holger Lietz, amongst others, who built and managed already digital marketing platforms on a large scale in multinational companies.

The app is currently available for iOS and Android in Germany only. Apps for the USA, UK, Mexico and Spain will be released in 2017.

MotorMiles websites:

- Germany: <https://motormiles.de>
- USA: <http://motormiles.com>
- UK: <http://motormiles.com/uk>
- Mexico: <http://motormiles.com/mexico>
- Spain: <http://motormiles.com/spain>

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